

ROBERTA TABB
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**SOFTWARE: ADOBE CREATIVE SUITE
PHOTOSHOP, FLASH, DREAMWEAVER, ILLUSTRATOR,
IN DESIGN, AFTER EFFECTS, SCENE 7**
OTHER: PowerPoint, Keynote, HTML, CSS, CMS, AS3, Final Cut Pro,
Demandware, Oracle - ATG, Endeca Commerce, BRONTO, Listrak

EDUCATION:
Chatham College, Pittsburgh, PA
Masters of Arts (Professional Writing) 2005
Art Institute of Pittsburgh, Pittsburgh, PA
Bachelors of Science (Multimedia Web Design) 2003

SKILL:

eCommerce
Art Direction
Responsive Design
Homepage Design
Copywriting
Email Design & Coding
Social Media Marketing
Photo Editing
UX/UI Wire-framing
Print

EXPERIENCE:

3/15 – PRESENT

ART DIRECTOR / WEB DESIGNER | ADRIANNA PABELL GROUP, NY
RESPONSIBLE FOR ALL CREATIVE ASSETS: ADRIANNA PABELL, AIDAN MATTOX,
AIDAN BY ADIAN MATTOX BRANDS

Directed and executed all creative for new AP eCommerce initiative

Creative development of strategic marketing materials that support eCommerce and wholesale business, while continually leading brand image through digital advertising, direct mail, POS and all other marketing communication imagery.

Partner with CMO & marketing to plan, conceptualize and execute brand web photography.

Direct and manage the work of an in-house creatives as well as vendors

Provide creative direction for internal brand projects and wholesale communication

Responsive e-commerce homepage & mobile design.

Demandware managing. Landing page design and coding.

Weekly email design, coding and implementation. Art Direction, marketing campaign creation.

Email and special project marketing. Affiliate digital banner design & optimization.

PRINT Design: Retail Look Books, brand book design & pagination. Garment hang tags, Store Signage

9/11 – 3/15 **NEW YORK & COMPANY NYC, NY | MULTIMEDIA WEB DESIGNER**

Lead creative for eCommerce homepage site redesign initiative

Lead creative for Eva Mendes collection launch mini site

Daily E-commerce home & landing page design, optimization & flash production.

Daily iPad and mobile homepage design & optimization. E-commerce & intranet banners & graphics.

Management and Production of mini sites.

Weekly target wireframe presentation of future web creative initiatives.

Provide recommendations for animations, simulations & interactive graphics.

Production of key creative to promote specialized fashion initiatives.

6/10 – 8/11 **BARNES&NOBLE.COM NYC, NY | MULTIMEDIA DESIGNER**

(Flash, Presentation, Graphic, Web & Email)

Responsibilities included interactive Flash concept, design & Production for BN.com, presentation direction and design for BN.com & Sparknotes.com. Additionally, Web page, interactive promotional web asset & Marketing email design. In-house high-level executive multimedia projects. Slice & optimizing marketing emails and site graphics.

11/06 – 6/10 **SALES GRAPHICS NYC, NY | PRESENTATION DESIGNER**

Main responsibilities included designing multimedia marketing upfront presentations, incorporating Photoshop, Flash and Video into finished digital and print projects. Also building presentation and video libraries as a CustomShow Administrator and Technical Writer. Clients include but not limited to: **MTVN, AETN Affiliates & National Ad Sales, Lifetime Networks, PlayboyTV, BravoDennis Publishing, NBCU, Readers Digest, New York Magazine, Direct TV, Men's Vogue**

2/2010 - PRESENT | **VOLUNTEER ACTIVITIES**

Youth At Risk, NYC, NY / Woman to Woman Mentor
iMentor