



Bob Ward

MARKETING DESIGNER & VISUAL DESIGNER

3-time Addy Award winning graphic designer and digital media production artist with strong background in content creation for social media campaigns, marketing design, SEO, illustration and web design.

Project managed for Beyoncé and JayZ's creative team to launch new product lines.

Helped secure millions of dollars in revenue for schools in VFX higher education through creative and digital marketing strategies.

Contact

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LinkedIn
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Portfolio
helloworldbob.com

Work Experience

Present
2020 ▶

CREATIVE DIRECTOR

Steady App / Los Angeles, CA

Lead the alignment of creative projects with the overall business objectives and key results. That includes overarching creative direction and prioritizing what will have the highest impact across marketing channels both in User Acquisition and Engagement /Retention.

Key Accomplishments:

- Designed high level creative strategy to utilize Shaquille O'Neal's celebrity profile to market the brand in a new way. Leading to optimizing the impact and Click to Install rate of our key product.

2020
2016 ▶

FOUNDER, SR. MARKETING DESIGNER

Biker Gear Club / Los Angeles, CA

In charge of front end design for the website and landing pages. Manage, edit, organize and implement the presentation of digital marketing/web content through a wide variety of technologies, using software to create graphics, animation, text, multimedia, dynamic and/or interactive content. Analyze analytics to optimize content for digital ad campaigns across display, mobile, social, search, video.

2016
2014 ▶

MARKETING DIRECTOR / WEB DESIGNER

CG Spectrum College of Digital Art / Melbourne, AUS

Responsible for thought leadership, direction and oversight for marketing / web design plus creative design strategy and managed the team for implementation.

Key Accomplishments:

- Raised yearly revenue from \$1 million to \$5.5 million in second year by way of marketing and brand strategy
- Grew student enrollments by 400% in year 2

2014
2013 ▶

CREATIVE PROJECT MANAGER / ART DIRECTOR

Global Merchandising Services / Hollywood, CA

Art directed team of 40 freelance designers and illustrators plus managed SCRUM sessions of creative product design projects for high profile music industry clients including: Beyoncé, Dolly Parton, Slayer, Mötley Crüe, Kylie Minogue, Five Seconds of Summer, Slash and Sir Elton John and more.

Key Accomplishments:

- Managed Beyoncé / Jay Z's On the Run tour and Motley Crue's Final Tour creative designs for merchandise lines raising approximately \$50 million in revenue simultaneously

Web design & development

Digital content production

Digital strategy & planning
Social media strategy

HTML / CSS / JS

Email marketing

Google analytics

SEO/SEM trends & strategy

Branding

Typography

Art & creative direction

Print design & Illustration

Video editing

Project management

Software

Figma

Jira / Confluence

Braze

Brandfolder (DAM)

Photoshop

Illustrator

After Effects

Premiere

Mailchimp

LucidChart

Amplitude

2013
2007 ▶

CREATIVE MARKETING MANAGER & PRODUCTION ARTIST

Gnomon School of Visual Effects / Hollywood, CA

Responsible for building and managing multiple company websites and creative advertising content for social media content marketing, Google PPC campaigns and email marketing.

Key Accomplishments:

- Through viral video strategy, sent a student short video to one million views within one year on YouTube
- Built brand awareness among the video gamer audience by producing a video short with MEGa 64 gaining 100k views in the first week, and going on to becoming Gnomon's most viewed video on Youtube

Education

2005 ▶ **BFA (HONORS): ILLUSTRATION / VISUAL COMMUNICATIONS**

Kendall College of Art & Design / Grand Rapids, MI

- Focus in Digital Media
- Named 8x on Dean's List, Named 4x on Presidents List
- Graduated with Honors / Studio Excellence Award Recipient

Additional Info

- Was a recent body painting contestant on Netflix's Skin Wars show hosted by Ru Paul
- Founded a startup subscription box company for bikers
- Worked as a courtroom sketch artist for a high profile murder trial to help pay my way through art school
- Was an illustrator for My Little Pony comics and Mars Attacks
- Shown and sold fine art in major galleries around the world
- Visual Artist of the Year Nominee - Hollywood, CA (RAW)
- 3-time Silver Addy Award Winner

Links



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