



ROBERT HEIMBROCK

CONTACT

📞 626-787-3236

✉ robert@heimbrockdesign.com

🏠 Los Angeles, CA

🌐 robheimbrock

🌐 www.heimbrockdesign.com

EDUCATION

Indiana University
Bachelor of Fine Arts with a
Focus in Graphic Design

AREAS OF FOCUS

Brand Identity
Package Design
Website Development
Photography
Typography
Digital Marketing
Social Media Marketing
Strategy & Insights
Problem Solving
Story Telling
Adobe Photoshop (Expert)
Adobe Illustrator (Expert)
Adobe InDesign
Adobe After Effects
Wordpress

EXPERIENCE

SOLEUS INTERNATIONAL

Senior Design Director / Lead Product Development, 2011 - Present - Los Angeles, CA
Senior Graphic Designer, 2006 - 2011 - Cincinnati, OH

Responsible for overseeing all aspects of design for SoleusAir, an international brand selling air conditioners, fans, heaters and other comfort appliances B2C and B2B.

Packaging and Collateral

- ~ Reinvented the packaging, sales force printed materials, advertisements, brochures, point of purchase promotional materials and photography for the Soleusair brand
- ~ Created innovative packaging concepts that lead the industry to change the way they presented their brand which included a product line for Menard's hardware stores worth \$90M
- ~ Guiding third party vendors to adhere to project specifications and requirements which includes packaging and print production
- ~ Recognized by the State of California Senate for leadership and commitment to building international relations through design

Web Development and Social Media

- ~ Responsible for developing and overseeing all aspects of brand website
- ~ Created an e-commerce store to sell product directly to the consumer which has increased revenue through the economic downturn due to the Covid 19 crisis
- ~ Create content for our social media presence which includes photography and video production
- ~ Editing of all video production and art direction of any third party animation
- ~ Supply third party vendors (Amazon.com, Newegg.com, etc.) with project specifications and digital assets to ensure product continuity

Brand Identity

- ~ Created new brands that specific retailers could use to sell their own product line manufactured by SoleusAir
- ~ Regularly created detailed presentations for internal use to retain brand consistency
- ~ Worked with the sales to ensure our brand remained consistent to the parameters set

New Product Development

- ~ Member of the team that won the award for 2020 product design excellence from the GIA (Global Innovative Awards) for our patented design of the exclusive Saddle Air Conditioner
- ~ Responsible for overseeing new product development including consulting with manufacturers
- ~ Overseeing the development of prototypes for all new products
- ~ Traveled to China to oversee factory production and to review potential new products



ROBERT HEIMBROCK

CONTACT

📞 626-787-3236

✉ Robert@heimbrockdesign.com

🏠 Los Angeles, CA

🌐 robheimbrock

🌐 www.heimbrockdesign.com

EDUCATION

Indiana University
Bachelor of Fine Arts with a
Focus in Graphic Design

AREAS OF FOCUS

Brand Identity
Package Design
Website Development
Photography
Typography
Digital Marketing
Social Media Marketing
Strategy & Insights
Problem Solving
Story Telling
Adobe Photoshop (Expert)
Adobe Illustrator (Expert)
Adobe InDesign
Adobe After Effects
Wordpress

HYPERDRIVE INTERACTIVE

Co-Founder and Creative Director, 2001 - 2006 - Cincinnati, OH

Strategic Business Development

- ~ Co-founder and Creative Director for one of greater Cincinnati's best on-line and interactive marketing agencies
- ~ Helped to create an impressive list of clients in the first five years that included company's like Dreamfield's Pasta, LaRosa's Family Pizzeria Franchise (Cincinnati's largest), O'Gara Hess and Eisenhardt, Jambase.com, etc.
- ~ Created our brand identity and concept that is still going strong to this day

Art and Photography Direction

- ~ Oversaw all the design work that went through our firm and made sure all photography was consistent with our client's expectations
- ~ Made sure that the marketing message was up to the high-quality standards that our clients expected

Packaging and Collateral

- ~ Managed staff of four full-time designers to create creative website designs, strategic email marketing campaigns, internet advertising, e-commerce integration, corporate branding, logo development, direct marketing, and collateral materials
- ~ Oversaw all print production for all the collateral and packaging materials

Interactive Development

- ~ Created interactive CD-Rom's, with embedded video and animations, for brands to help their sales force convey their products more effectively than traditional print can
- ~ Developed games to help brands engage with their customers using Adobe Flash
- ~ Developed traditional websites in HTML but also created websites using Flash to better engage the visitor using motion graphics and animation

Email Marketing

- ~ Pioneered an email marketing program, partnered with Exact Target, to help client's to market more effectively through email marketing campaigns which were HTML rich and also able to collect analytics
- ~ Created a program for touring bands to have access to HTML rich email marketing

Team Management

- ~ Co-Managed staff of 10+ full-time employees to create a wide variety of projects including website design, strategic email marketing, internet advertising, ecommerce integration, corporate branding, direct marketing, and collateral materials
- ~ Managed a design staff of four designers and one programmer
- ~ Guiding employees to work with third party vendors to adhere to design specifications and print production
- ~ Created a fun, comfortable and inclusive environment for our employees to thrive and create the most compelling content for our many clients