



ROBERT HEIMBROCK

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EDUCATION

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

SPECIALTIES

Brand Identity

Package Design

Website Development

Photography

Typography

Digital Marketing

Social Media

Strategy & Insights

Problem Solving

Story Telling

SPECIALTIES

Adobe Photoshop (Expert)

Adobe Illustrator (Expert)

Microsoft Powerpoint (Expert)

Microsoft Excel

Adobe InDesign

Adobe After Effects

Wordpress

EXPERIENCE

BARCLAYS INVESTMENT BANK

Senior Presentations Specialist, 2022 - Present ~ Los Angeles, CA

- Conceptualized and executed multiple projects concurrently, including advanced graphics, charts, illustrations and dynamic content at a rapid pace, exceeding clients expectations
- Created visually compelling presentations using Microsoft and Adobe Creative Suite along with other design and banking tools
- Spearheaded project management processes for presentation initiatives, coordinating timelines, resources, and client feedback
- Mentored junior team members, providing training on best practices and design techniques

SOLEUS INTERNATIONAL

Senior Design Director / Lead Product Development, 2006 - 2022 ~ Los Angeles, CA

- 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
- Created new brands that specific retailers could use to sell their own product line manufactured by SoleusAir
- Recognized by the State of California Senate for leadership and commitment to building international relations through design
- 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
- Traveled to China to oversee factory production and to review potential new products

HYPERDRIVE INTERACTIVE

Co-Founder/Creative Director, 2001- 2006 ~ Cincinnati, OH

- 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.
- 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
- Co-Managed staff of 10+ full-time employees to create a wide variety of projects including website design, strategic email marketing, internet advertising, e-commerce integration, corporate branding, direct marketing, and collateral materials