

# ROB BARGE

GRAPHIC DESIGNER / ILLUSTRATOR

## PROFESSIONAL EXPERIENCE

### October 2008 - Present

#### Hardware Graphic Design + Illustration

Atlanta, GA

Founder/Proprietor of full-service graphic design and illustration studio specializing in concept, production and placement of print, broadcast and interactive media. Solely responsible for all aspects of account management, client services and administration of concurrent projects and campaigns for a diverse and expanding client list.

Creation, production and implementation of a broad range of results-oriented products and services for Web, print, television, radio, interactive video, and collateral applications.

### October 2006 - October 2008

#### Catalyst Advertising

Columbia, South Carolina

Founding Partner/Principal/Creative Director of full-service advertising agency specializing in concept, production and placement of marketing in print, broadcast and interactive media. The company achieved annualized billings of \$1.5 million in its first two years of operations. Directly responsible for all aspects of account management and client services. Managed a wide variety of concurrent projects and campaigns for clients in industries as diverse as banking, retail, real estate, education, transportation, medical, military and civic organizations.

Managed the creation, production and implementation of a broad range of results-oriented marketing products and services for Web, print, television, radio, interactive video, and collateral applications.

### September 1999 - October 2006

#### The State

Columbia, South Carolina

Graphics Editor/Illustrator/Special Projects Infographics Artist for News Division of South Carolina's largest newspaper. Research and production of effective, award-winning illustrations and informational graphics for deadline publication of major metropolitan newspaper. Research, design and production of features pages, special sections and news packages. Illustration, both digitally and by traditional methods, of features, sports, business and news packages from concept to print.

### November 1993 - September 1999

#### The Palm Beach Post

West Palm Beach, Florida

Senior News Illustrator/Infographics Artist/Page Designer for the News Division. Research, design and production of informational graphics for deadline publication of major metropolitan newspaper in the highly competitive South Florida market. Design and production of features front pages and special sections. Digital and traditional

illustration of features, sports, business and news stories from concept to print.

Graphics Director for the Post's online partnership with Prodigy Services Co., a pioneer Internet project for digital publication of news, information, features, entertainment and archival databases for online subscribers. Design and implementation of interactive graphics and illustrations. Successful in design and initial launch of service in Atlanta, production and coordination of Web graphics for AccessAtlanta, Cox Enterprises newspapers and CoxNet nationwide network exchange between Cox newspapers and Prodigy Services.

### November 1989 - November 1993

#### The Atlanta Journal-Constitution

Marketing Creative Services Art Director/Designer/Illustrator coordinating and producing promotional materials for Classified, Retail and Employment Advertising, Circulation, Editorial and Public Relations departments and major corporate sponsorship events including The Peachtree Road Race. Responsible for every phase of marketing design from creative concepts, computer graphics, digital and traditional illustration, hiring of talent, copy writing and on-budget production of printed and photographic materials for corporate, sponsorship and sales promotions and marketing campaigns.

### April 1987 - November 1989

#### The Atlanta Journal-Constitution

Advertising Art Director/Designer for the \$3 million-a-year Automotive Group newspaper advertising account. Instrumental in coordinating advertising production schedules for a group of seven major automotive dealerships. Singularly responsible for all aspects of producing an average of ten to twenty full-page color and black & white newspaper ads per week, managing every stage of production including speculative creative concepts, design, illustration, copy writing, type specification, pre-press, ad entry, account management and scheduling.

### September 1984 - June 1986

#### Ellis-Harper Advertising

Auburn, Alabama

Designer/Illustrator/Assistant Art Director for regional advertising agency representing a broad range of accounts including banking, restaurants, real estate development and textile manufacturing. Managing a staff of four to eight artists in design and production for newspaper, magazine, collateral, packaging and corporate identity.

## EDUCATION

1986 Bachelor of Fine Arts

Auburn University

Auburn, Alabama



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