

ROBIN **WHITTINGTON**

CREATIVE DIRECTOR / GRAPHIC DESIGNER

I'm a concept person with highly developed design aesthetics. I love to be challenged, and embrace productive collaboration with a focus on results. I have also managed teams ranging in size from two to 20. I am able to manage deliverables, prioritize work, and develop procedures in order to deliver award winning design quick, and within budget.

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Granville, Ohio

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EDUCATION

Kent State University
Bachelor of Fine Arts degree
Visual Communication Design

Extended Education Design Courses:
CCAC San Francisco, CA
UCSC Extension Santa Cruz, CA

AWARDS

Diamond Award/PRism Awards
Diamond Award,
Exceptional Brand Management Design

Graphic Design USA
GDUSA Direct Mail Gold Design Award

EXPERIENCE

CREATIVE DIRECTOR
Creating Results, Inc. / Woodbridge, VA
November 2023 – November 2026

Led all creative for a marketing firm specializing in senior living, including Assisted Living, Independent Living, and 55+ communities. Drove campaigns from initial concept through final execution, overseeing design, production, vendor partnerships, and photoshoots. Presented creative directly to clients and shaped how each brand connected with residents and their families.

SENIOR ART DIRECTOR
Denison University / Granville, Ohio
February 2022 – September 2023

Developed and designed all communications for two Denison University offices, the Lisska Center for Intellectual Engagement and the Center for Global Programs. Created and maintained a full range of materials across print and digital, including web content, social media, e-newsletters, print newsletters, press releases, articles, presentations, brochures, flyers, and posters. Built a distinct identity for each office and expanded its outreach to students, faculty, and the wider campus community.

SENIOR ART DIRECTOR
P48 Marketing / Worthington, Ohio
January 2019 – July 2022

Art Director at P48, setting the creative standard for all design work and serving as an internal brand ambassador for the company. Led design across client websites, brand overhauls, marketing materials, presentations, promotional videos, and social media. Directed client photo and video shoots. Notable clients included The Daimler Group, Marker Construction, Corna Kokosing, Sunny Street Cafe, and Summit Financial.

ART DIRECTOR & BUSINESS OWNER
Little Birdie Branding / Granville, Ohio
January 2015 – present

Founder and Art Director of Little Birdie Branding, an independent studio providing logo design, brand identity, collateral, and website design for clients nationwide. Managed every aspect of the business, from client development and project management to creative direction and final delivery. Notable clients included Green Energy Ohio, Disability Rights Ohio, Autodesk, Eastway Behavioral Healthcare, Fisher Investments, Green Dot, and Rotary International.

SKILLS

Brand Strategy
Photo & Video Shoot Direction
Leadership
Presentation
AI Prompting
Concept Creation
Time Management
Color Theory
Typography Mastery
Social Content Formats
Print Production
Accessibility
HTML/CSS literacy

EXPERTISE

Adobe Creative Suite
Adobe XD
Adobe Firefly
Figma
Canva
Microsoft Teams
Slack
Midjourney
ChatGPT

VOLUNTEERING

Rotary International
Member
Social Services

Food Pantry Network
Community Volunteer
Poverty Alleviation

Riverside Methodist Hospital
Adult Volunteer
Surgery Desk Coordinator

Granville Chamber of Commerce
Member
Social Services

EXPERIENCE CONTINUED

ART DIRECTOR
Expert Communications, Inc. / San Francisco, California
September 2005 – December 2012

Art Director developing and executing creative concepts aligned with client strategy. Designed brochures, print advertisements, email campaigns, websites, and television commercials to support strategic marketing plans. Partnered with the Creative Director and Production Artists on all production decisions, including paper and ink selection and the hiring of vendors, photographers, models, and freelancers. Notable clients included Autodesk, UnionBank, E*TRADE, and Adobe.

ART DIRECTOR
Tonic The Agency Pty. Ltd. / Sydney, NSW, Australia
August 2004 – May 2005

Art Director at a small, highly creative design studio, responsible for concept development, branding, advertising, website design, direct mail, and all print-ready art. Presented artwork and design strategy directly to clients, independently guiding projects from first concept to final approval. Notable clients included HP, Imation, McAfee, and MTV.

ASSOCIATE ART DIRECTOR
Grey Advertising Worldwide / San Francisco, California
May 2003 – June 2004

Art Director contributing conceptual thinking, branding, and advertising for major technology accounts, with a specialty in direct response mail. Designed campaigns for clients including McAfee, Network Associates, Gateway, and Oracle.

REFERENCES

GARY FINN
Executive Creative Director | *CX Leader*
gfinn@pm.me

MARCY FLEISHER
Founder & President | *Team Fleisher Communications*
marcy@teamfleisher.com

CRAIG BENNINGTON
Founder & Creative Director | *P48 Marketing*
craig@p48marketing.com

MORE AVAILABLE UPON REQUEST