

CHRIS ROBERTS

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[EXPERIENCE]

LEAPFROG :: ART DIRECTOR :: JAN 2007 – PRESENT

With creative team, developed line look and illustration style for new educational toy line

POTTERY BARN :: SPECIAL PROJECTS MANAGER :: NOV 2005 – JAN 2007

Reporting directly to Sr. Vice President, ran cross-Pottery Barn brand creative services department responsible for specialty catalogs & collateral • Successfully managed creative launch & production of *Pottery Barn: The Gift Book* (2006 circulation: 6 million copies) & *Pottery Barn Outdoor Spaces* (2007 circulation: 8 million copies) • Managed creative components of multi-million dollar co-branding contract with Benjamin Moore® paints, including seasonal brochures & national ad campaign • Led creative team including two graphic designers, plus freelance photographers, illustrators & production artists • Other responsibilities included creative development & production of all materials for Brand Marketing, Publicity, Business Sales and Outlet divisions, for Pottery Barn, Pottery Barn Kids, PBteen & other concepts

ROCKETDERBY :: FREELANCE GRAPHIC DESIGNER & ART DIRECTOR :: APR 2001 – NOV 2005

Sole proprietor of home-based design business • Projects included logos & identity & branding; style guide design & development; project management; concept & fashion trend consulting; marketing & collateral; web design; retail product design using licensed properties; retail projects included stationery, packaging, apparel, bed & bath, housewares, toys, video games, souvenirs, gifts, gallery; product illustration; copy writing • Partial list of clients:

THE DISNEY STORE	WB CONSUMER PRODUCTS	DISNEY CONSUMER PRODUCTS
30 SIXTY DESIGN	CLAMPETT STUDIO COLLECTIONS	TVT RECORDS
TOYCOM & BLIZZARD	MASKED AVENGER STUDIOS	LEAPFROG
IGNITED MINDS	FIFA WORLD CUP SOCCER	HOLLYWOOD RECORDS
CAFÉ ATLANTIC	SILVER COMICS	UCLA EXTENSION

UCLA EXTENSION :: DESIGN INSTRUCTOR :: JUN 2001 – MAR 2005

Developed and taught courses in typography & basic graphic design • Provided portfolio critique for working professionals, student counselling on final project & portfolio review

WARNER BROS. STUDIO STORE :: SR. DESIGNER + DESIGNER :: APR 1998 – APR 2001

Began as designer, promoted after one year into senior position • Main function was retail product design using Warner Bros. licensed properties, such as DC Comics, Powerpuff Girls & *Harry Potter* • Products included apparel for all ages, housewares, toys, packaging, gifts & more • Other responsibilities included product approval & review, overseeing & hiring freelance help, copy writing & trend development • Designer position duties included mechanical production & product illustration

WARNER BROS. ANIMATION ART :: MARKETING SUPERVISOR + PRODUCTION SUPERVISOR :: OCT 1993 – APR 1998

Began as animation art production supervisor, selecting and overseeing development of cels from cartoons such as *Batman: The Animated Series* and classic *Looney Tunes* • Promoted to marketing role which included management of gallery events and guest appearances by Chuck Jones, Joseph Barbera & others at more than one-hundred retail locations • Reporting to Marketing Manager, developed & designed collateral, oversaw 4C printing, redesigned gallery newsletters & invites

PARAMOUNT PICTURES :: ART DEPT. COORDINATOR :: SEP 1992 – APR 1993

Assisted art director on TV shows *Cheers* & *Bob* in an entry-level design capacity.

[EDUCATION]

UNIVERSITY OF CALIFORNIA, RIVERSIDE B.A. ENGLISH :: JUN 1991

UCLA EXTENSION CERTIFICATE IN GRAPHIC DESIGN :: JUN 1996

[SOFTWARE]

Illustrator • Photoshop • Quark XPress • InDesign • Dreamweaver • Fireworks • Mac OSX

[AWARDS]

2002 University & College Designers Association 32nd Annual Design Competition *Newsletter/Series*