

ROB GRINDSTAFF

GRAPHIC DESIGN AND CREATIVE MEDIA

Creative media professional with experience in conceptual strategy and the proven expertise to deliver unique and effective visual solutions.

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Experience

Associate Designer/Digital and Graphic Multimedia

*KPMG, LLP | Greenville, South Carolina
September 2007 - Present*

- Produce creative media of targeted B2B and marketing deliverables to Fortune 500 companies and for regional branding and image building campaigns within the Carolinas and U.S. markets
- Member of the national mobile video team with assignments to write, shoot, edit, and produce video segments for the firm's marketing and business pursuits
- Helped generate revenues in excess of 170 million with the creative direction, design, and production of four of the largest successful business pursuits for the Carolinas
- Design and execution of client facing products in print, web, PDF interactivity, and video. These include internal and external events and meetings, presentations, recruiting workshops, and employee/office communications

Freelance and Contract Employment

August 2006 – August 2007

Packaging and Graphic Design/ Retail Merchandise Development

*Rauch Industries, Inc. | Gastonia, North Carolina
September 2004 – July 2006*

- Development, design, and manufacturing execution of consumer retail products for Target Stores, Inc., a \$22+ million account as measured by the sales of imported and domestically produced home décor
- Supported 15 international accounts with global sales team
- Development/engineering/design of consumer packaging and injection molding for retail products, both domestic and imported
- Worked alongside sales team to increase overall sales with Target by \$2.6 million over previous year

Senior Graphic Designer/Creative Media

*Deloitte, LLP | Charlotte, North Carolina
March 1996 – September 2004*

- Design and creative media of targeted B2B and marketing deliverables and for regional branding and image building campaigns within the Carolinas and Southeastern U.S. markets
- Worked in a team of designers, writers, and marketing professionals to create customized proposals, presentations, and campaign media in both print and video/animation formats
- Provided high impact communications including HR recruiting materials, website design, sales performance systems, and business pursuit campaigns
- Extensive experience in print, electronic, multimedia, and videography as well as the design and assembly of three-dimensional displays

Art Director

*Business Locater Publishing | Charlotte, North Carolina
December 1994 – February 1996*

- Creative direction of this newly formed, nationally distributed business publication
- Worked with all outside vendors for all printing and production needs, as well as training manuals, trade show displays, and marketing materials
- Created extensive and effective consumer advertising as well as self promotional advertising campaigns
- Developed visual elements for the magazine, including the photography and layout which helped propel sales beyond twice the national average for a new publication

Education

Associate of Applied Science Degree Commercial Art and Advertising Design

*Central Piedmont Community College
Charlotte, North Carolina*

Skill Set

Over the course of my career I have acquired the ability to produce effective advertising, videography, photography, 3-D design, electronic new media, HTML, and print material from concept to final piece in a productive, timely manner. I understand the importance and visual impact of color, texture, typography, and creative aesthetics of layout and design, as well as the use of semi-comp studies, color harmonies, final comps, and illustrations.

Software

Adobe InDesign

Adobe Dreamweaver

Adobe Audition

Microsoft Office

Adobe Illustrator

Adobe Premiere

CorelDraw

Adobe After Effects

Adobe Photoshop

Adobe Flash

Adobe Freehand

Awards

IABC Gold Crown Awards

Honored by the Charlotte Chapter of the International Association of Business Communicators for five consecutive years. The IABC/Charlotte Crown Awards recognize outstanding achievement in business and organizational communications.

PICA Awards

Honored by PICA for the functionality and design of Deloitte's Marketing/Recruiting materials. The award was a Best-In-Category for "Presentation Kits - Four or More Colors."

Other creative outlets

- Radio voice-over artist - Commercial production, Carolinas Market
- Radio talk show producer - Jefferson Pilot Communications
- Studio photographer
- Studio session musician
- Published automotive journalist