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robhersey.com

About Hello, my name is Rob and I am addicted to creativity. I am constantly observing everything around me; looking for creative inspiration. I believe that concept is key, without it advertising and design are just a bunch of pretty pictures.

Education Pratt Institute
BFA Communications Design
Major: Art Direction/Advertising & Design
Presidential Scholarship: 2005, 2006, 2007, 2008
Dean's List
President's List
Cumulative GPA 3.7

Awards Selected For Exhibition at the 2009 Pratt Show
Winner of Pratt Communications Design Copywriting Competition

Work Experience

May 08'-Oct 09' MTV Creative Department
Freelance
Designer for various off-air and on air projects. These projects consist of print, packaging and digital media. I also contributed to various marketing strategies and ad campaigns. I started at MTV as an intern. After re-branding the organization "MTV Staying Alive," I was kept on as freelance. I then went on to work on many different and larger projects.

Nov 07'-May 08' KraftWorks Creative Agency
(kraftworksltd.com)
Intern
Was the only intern and had various tasks. Tasks ranged from designing print, web, and package design material for various clients as well as helping with ad campaigns and marketing strategies.

May 08'-Sep 08' John Szoke Graphics
Graphic Designer/Photographer
Handled and photographed priceless works of arts including Picassos. Used photographed images to create ads and promotional material which presented the collection of work.

Skills

Proficient in use of Mac and Windows operating systems, Adobe InDesign, Quark, Adobe Illustrator, Adobe Photoshop, After Effects, Flash, Dreamweaver, and Go Live, html Programing, css style sheets, Action script, Final Cut Pro, Powerpoint, Exel