



BobCreative, Inc.
Bob Davies
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STATEMENT

As a creative professional, I am a problem solver. I believe that the design process begins by correctly identifying, then isolating the “problem.” Through research and collaboration, a working idea is crafted into a strong concept. The solution is achieved through the smartest, most beautifully possible execution.

Over the past 13 years, my experience as a print production technician, retoucher, musician, designer and art director has equipped me with a versatile skillset and an unwavering attention to detail and execution. I have worked for individuals, small design and motion shops, as well as large advertising agencies and approach each project with utmost care and dedication.

In 2006, I incorporated as BobCreative, Inc. and have since worked as an independent consultant. Most recently, I have been active within the interactive sector, developing brand campaigns across digital channels. I especially enjoy working with new and emerging enterprises to design and help position their company identity.

Specialties: concepting, technical design execution, 360 campaign component design, messaging strategy design integration, cohesion and consistency recognition, new technology application, creative team management.

EXPERIENCE

Principle Designer and Creative Director
BobCreative, Inc.
2006—Present

Sr. Graphic Designer
Publicis
Nov 2002—Jan 2006

Sr. Retoucher
Upshot
Jan 2000—Nov 2002

Jr. Art Director
Upshot
Jan 1999—Jan 2000

Print Production Technician
Recycled Paper Greetings
May 1998—Jan 1999

Retoucher
Victor Sanabrais Photography
Jan 1998—May 1998

Graphic Designer
Pure/WPCM
Jan 1997—Jan 1998

EDUCATION

University of Wisconsin—Madison
BFA, Fine Art
1994—1997

The School of the Art Institute of Chicago
Fine Art
1993—1997

University of Kansas
Fine Art
1993—1994