

Rob Sudars 450 W. 24th St., 15F, New York, NY 10011 646.641.9410 robsudars@yahoo.com; www.robsudars.com

EXPERIENCE

2bbranded, New York, NY **Creative Director/Brand Design Strategist** 2013-Present

Design and deployment of product and emotional experiences through branding, brand architecture, visual identity, packaging, photography, advertising, digital, in-store and signage. Creating brand specific visual equity tools to create holistic product and consumer experiences. Identifying and then activating brand assets across media and consumer interaction points. Clients include O5 Tea, Victorialand Beauty, Galderma, Bacardi, Bodycology, Say Ah! Healthcare, Tatcha and District Design.

P&G, New York, NY **Global Senior Design Manager** 2005-2013

Global Design leader for the Clairol and Wella brands. Regions include China, Latin America, North America and Russia. Responsible for visual identity, brand architecture, brand equity, and overall design strategy. Lead and direct global and regional design firms in the strategy, development and deployment of brand identity, packaging, photography, product innovation, advertising, digital, FMOT, and visual equity tools. Design leader on global re-stages of Natural Instincts and Olay bath. Design leader for new product launches of Pro-Vital and Olay Nature Science. New global cluster strategy and brand reinvention for Camay and Safeguard.

Design Consultant, New York, NY **Creative Director** 2003-2005

Created new brand architecture, brand/sub-brand identities and packaging for Ruffino. Brand stretch concepts, shape, packaging and brand identity for Grand Marnier. Developed new brand identity and packaging for new flavored tequila for Jose Cuervo. New packaging and branding concepts for Listerine Pocket Paks. Design of original soft and hard goods for Bath & Body Works and Liz Claiborne.

Bath & Body Works, Columbus, OH **Daily Beauty Rituals Design Director** 2002-2003

Managed design department and external design partners in all aspects of branding and packaging from design including gift sets, design of original soft and hard goods, approval of all sourced items. Design lead for new Benefits and re-stage of Pleasures product lines. Created lifestyle retail environments, original and sourced adjacent goods for new product launches.

WestPoint Stevens, New York, NY **Creative Director** 2001-2002

Creative Director for in-house creative design agency. Responsible for licensed, private and in-house brands for all aspects of advertising, brand identity, copy, photography, product development, packaging and in-store merchandising. Created new brands and product offerings for retailers such as Target, Wal-Mart and Kohls. Created new licensed products for Disney, Designers Guild and Joe Boxer.

Design Consultant, New York, NY **Creative Director** 1999-2001

Created and art directed visual and language design inspirational video for Verizon. Brand identity, packaging and in-store merchandising units for cosmetic line CaseyBeau. Designed Circle of Beauty's new sun product line packaging. Designed benefit invitations for The New York Public Library. Clients included London Fog, Sotheby's, Club Med.

The Estee Lauder Companies, New York, NY **Design Director Worldwide** 1992-1999

Experience includes both Origins and Clinique brands. Strategic development and design of advertising campaigns, promotional materials and the execution of brand identity including: in-store poster programs, packaging, photography, product collateral, new product development, website development and design, visual and in-store merchandising.

EDUCATION

Rhode Island School of Design, Providence, RI **BFA, Graphic Design**