



9
YEARS

02:2015-Present

VML | *Columbus Circle, NYC*

Associate Creative Director - Freelance

- Leading creative on JP Morgan interactive Wealth Management app, for desktop and iPad.

9
YEARS

09:2005-01:2015

DigitasLBi - *Publicis Groupe Worldwide | Murray Hill, NYC*

Associate Creative Director/Lead Creative Art

- Led creative strategy/re-branding for American Express, Starwood, Hilton, Costco, Delta, & Comcast co-brands.
- Directed various photo/video shoots for clients locally, nationwide and worldwide.
- Led team to create first iPad app in the company for Starwood Preferred Guest Vacation Owners.

2
YEARS

08:2003-09:2005

The Cooper Group | Midtown, NYC

Senior Art Director

- Led creative design for company re-branding, including www.thecoopergroup.com.
- Won pitches to land American Express & Deutsche Bank.

2
YEARS

07:2000-01:2002

The Princeton Review | Upper West Side, NYC

Senior Web/Print Designer

- Managed creative for review.com site re-design.
- Day-to-day delegation of projects for design team.

.5
YEARS

01:2000-07:2000

CBSNews.com - New Media | Lower West Side, NYC

Senior Designer - Special Events Team

- Provided art direction and managed junior level designers.
- Directed design on promo assets for *48 Hours* including teasers and banner ads.

3
YEARS

03:1997-01:2000

Tourneau Harvard Marketing | Midtown, NYC

Graphic Designer/Web Developer

- Launched the first two iterations of tourneau.com with e-commerce for Certified Pre-Owned watches.

EXPERTISE



PHOTOSHOP



INDESIGN



ILLUSTRATOR



INVISION



DREAMWEAVER



AFTER EFFECTS

Social Lead Big Ideas
Creative Direction
Ideation brainstorming
Singer-Songwriter Mobile
Tablet Print Broadcast
360 campaigns Responsive Design
Invision CSS HTML5 Bootstrap



70% Digital
30% Non-Digital

SOME CLIENTS

Dow Jones
J.P. Morgan
Comcast
AstraZeneca
American Express
Starwood
Costco
Nestle
CNN
Tourneau
CBS
Deutsche Bank
Ad Council
Virgin America
Delta

RANDOM FACTS

- Didn't eat an avocado until adulthood.
- I can wiggle my ears.
- When my hair was long people would come up to me thinking I was Elvis Crespo.
- I've seen ghosts, UFOs and a stealth bomber.



09:1993-06:1996

New York City College of Technology Brooklyn, NY

- A.A.S. Art & Advertising Design.
- Graduation honors.



48-50 38th Street #5E, Long Island City, NY 11101 robbie.gomez@gmail.com

646.522.8468

robgoomez.com

robbie gomez

creative direction