ELLIOTT ROBINSON

Creative Director | Brand, Art Direction & Creative Operations Leader
Building Brands, Teams, and Scalable Systems that Drive Growth

Swampscott, MA | 978.273.1121 | elliottezra@gmail.com | elliottrobinson.com |
linkedin.com/in/elliottrobinsondesign/

PROFESSIONAL SUMMARY

Creative Director with 20+ years in brand, design, and creative leadership, including more than a decade leading in-house creative teams for global B2B organizations. Lead brand identity, rebrands, art direction, integrated campaigns, video, and experiential work, translating complex business and technical topics into clear visual stories. Build and mentor teams, create brand systems and workflows that scale, and use ChatGPT, Claude, and Adobe Firefly to speed briefs, ideation, and production. Trusted partner to senior leadership.

CORE COMPETENCIES

Creative Direction & Art Direction | Brand Strategy & Identity Systems | Rebranding & Brand Evolution | Brand Guidelines & Governance | Integrated Campaigns | Concept Development & Visual Storytelling | Video, Motion & Photography Direction | Experiential & Event Design | Team Leadership & Mentorship | Executive & Stakeholder Partnership | Creative Operations & Workflow Design | Agency, Vendor & Budget Management | AI-Enabled Workflows | Change Management

PROFESSIONAL EXPERIENCE

Informa Markets

Creative Director *2022 – 2026*

Directed brand and creative for Informa's North American Manufacturing portfolio of 6 media and 10 live event brands serving technical B2B audiences.

- Directed brand identity, art direction, and integrated campaigns across 16 brands, spanning digital, social, email, video, print, environmental graphics, and live events.
- Championed the global "One Informa" brand system, partnering with leadership on updated guidelines and leading change management; reduced compliance issues and production time.
- Led the three-year Informa Markets Engineering rebrand: evolved the Anaheim brand guidelines into the Informa Markets Engineering brand with a refreshed visual system and new graphic pattern, extended to Midwest, South, and East tradeshows while keeping event identities; then launched the unified MD&M (Medical Design & Manufacturing) brand, replacing individual event logos with one identity.
- Implemented controlled, branded templates in Creatopy, Canva, and Adobe Express, backed by Creative Cloud Libraries of approved assets, enabling self-service for a three-designer team supporting 16 brands.
- Reduced delivery timelines 10% by redesigning creative intake, workflows, and SLAs.
- Created an annual planning tracker for recurring event deliverables, completed 6–12 months ahead, reducing last-minute requests and balancing workloads from late Q3 through mid Q1.
- Cut outsourcing costs 50% by hiring, mentoring, and developing creative managers and senior designers.
- Founded the E/E (Engage/Exchange) Creative Group, bringing designers across portfolios together to evaluate tools, share best practices, and critique work.
- Used ChatGPT and Claude for ideation, developing creative briefs, and refining messaging, helping teams reach a stronger starting point faster.
- Applied Adobe Firefly and Creative Cloud AI features to image production, brand mood boards, and editing, automating repetitive work so designers could focus on concept development.

Senior Creative Marketing Manager *2021 – 2022*

Led centralized creative across digital, video, animation, experiential, social, and integrated marketing for an engineering-focused portfolio.

- Built and led a centralized in-house creative team, reducing reliance on external resources 95% across video, animation, tradeshow, social, and digital content.
- Directed creative for major industry events, including environmental graphics, signage, stage and screen content, wayfinding, and presentations, from concept to on-site execution.

- Brought event video and photography in-house, reducing production costs $2,000–$3,000 per event.
- Guided in-house and outside photographers and videographers on teasers, interviews, and animations.
- Implemented Wrike from the ground up for intake, scheduling, and approvals, freeing designers for concepts.

Elliott Robinson Creative

Freelance Creative/Art Director & Designer *2020 – Present*

Provide creative direction, art direction, and hands-on design for clients across brand identity, advertising, presentations, digital marketing, and visual communications.

- Design brand identities, campaigns, advertising, presentations, infographics, thought leadership, and digital assets from initial concept through final execution.

Guidehouse (formerly Navigant)

Team/Brand Manager & Creative Lead *2011 – 2020*

Led a 5-person design team supporting a global professional services firm, partnering directly with the CMO and senior marketing leadership and reporting on creative performance and brand health.

- Oversaw internal design for the Navigant rebrand, unifying the Construction, Energy, Discovery, and Healthcare businesses under one brand with tailored messaging, refreshed logo, and sector color systems.
- Following the Navigant rebrand, client engagement increased an estimated 15% (web traffic, session duration, click-through rates) and employee brand understanding improved 25% in post-launch surveys.
- Partnered with the CMO, marketing, copywriters, web, and digital teams on the post-acquisition Navigant-to-Guidehouse bridge brand, including transitional messaging, logo, color, and imagery.
- Created the “Navigator” interactive series as a CMO-requested pilot with consulting leaders and web analytics; it captured new contacts and audience insights and moved to quarterly production.
- Led creative direction for Navigant’s Women in Business Leadership Forum, including event identity, logo, custom illustrations, environmental graphics, and program materials.
- Implemented Workfront from the ground up, with a resourcing model that increased capacity.
- Managed creative budgets, agencies, and vendors, cutting costs 15% through resource optimization.
- Established templates, standards, and review processes that improved efficiency, quality, and governance.

ADDITIONAL EXPERIENCE

Navigant Consulting — Graphic and Multimedia Senior Design Coordinator

- Designed presentations, templates, responsive HTML email, animation, and digital assets.
- Mentored junior designers; promoted to Team Lead for exceeding performance goals.

Physician Education, Inc. (PhysicianEd) — Project Team Manager & Multimedia Designer

- Built and led a 6-person design team, overseeing hiring, training, and performance development.
- Established the company’s first in-house print design department for collateral and packaging.
- Served as lead product designer on user interfaces and multimedia for medical education products.

EDUCATION & CERTIFICATIONS

BFA, Graphic Design — Maine College of Art

Certificate, User Experience (UX) Design — General Assembly

TECHNICAL SKILLS

Adobe Creative Cloud: Photoshop | Illustrator | InDesign | After Effects | Premiere Pro | Firefly | Express

Design & AI: Figma | ChatGPT | Claude | Canva | Creatopy | Elysia | Ceros | PowerPoint

Marketing, CMS & Web: Eloqua | Sitecore | WordPress | HTML | CSS

Workflow & Assets: Wrike | Workfront | Creative Cloud Libraries