Robert McConnell

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Experience

Artnet
9/2014 – present
in New York

Graphic Designer
I design and produce marketing materials, including advertising for both print and screen, promotional email templates and landing pages for art auctions, partnerships and events. I am also responsible for the design and production of larger projects such as analytical reports on the art market, media kits and presentations for internal and external applications.

Freelance
1/2014 – present
in New York

As a freelancer, I conceptualize and produce visual identity systems, information graphics, websites, print material and presentations for a variety of small firms and individuals.

Prophet
5/2013 – 8/2013
in New York

Design Intern
I worked closely with designers and branding consultants in executing, producing and presenting cohesive brand identity proposals, information graphics and visual presentations to clients including Abbott Laboratories, T. Rowe Price and Pentair.

Stark Design
2/2013 – 5/2013
in New York

Design Intern
At this small design studio, I collaborated on visual design concepts for an independent maple syrup producer and maintained the company's resource of design inspiration material. I also assisted the studio's staff with physical production and photography of design projects.

CatAList: Occidental College TV
4/2010 – 5/2011
in Los Angeles

Graphic and Web Designer
As my first major foray into design, I created a visual identity system for Occidental College's nascent television network, which consisted of a redesigned network logo, typography and color guidelines, screen graphics, on-campus promotional material and logos for student-created programming. I also designed the network's website and oversaw its day-to-day operations and maintenance.

New York Transit Museum
6/2010 – 8/2010
in New York

Development Intern
Working in the museum's development and curatorial departments, I helped maintain the database of museum donors, catalogued and sorted historical artifacts from the museum's archive, produced and narrated informational slideshows and photographed and provided assistance at key museum events.

Education

Parsons School of Design
A.A.S. in Graphic Design with honors
8/2012 – 12/2013 in New York

Occidental College
B.A. in East Asian Studies
8/2007 – 5/2011 in Los Angeles

Rhode Island School of Design
Summer Institute of
Graphic Design Studies (SIGDS)
6/2011 – 8/2011 in Providence

Languages

Mandarin Chinese
Conversant, written and spoken

French
Intermediate, written and spoken

Proficiencies

Adobe Creative Cloud
Illustrator, InDesign, Photoshop, Acrobat, Dreamweaver and After Effects

Web
HTML5 and CSS3

Printmaking
Offset lithography, letterpress printing and screenprinting

Microsoft Office
Word, Excel and PowerPoint

Other software
Affinity Designer, FontForge and Inkscape