

ROBERT BRIGGS

Graphic Designer

✉ robbie_briggs@icloud.com

☎ 919.360.8001

📍 375 Somerset Rd, Apt D, Oakland, CA 94611

EXPERIENCE

Whole Foods Market

Regional Designer, Northern California 2018-Present

- Provides graphic design support for broad range of company needs, including store signage, playbooks, and other communication and marketing materials.
- Expanded tactics from templates provided by senior designers.
- Prepares files for print, coordinates print production, and ensures quality of printed materials.
- Over saw Mood Media for region including creation of original screens and menus.
- Responsible for store marketing walks and Elevated events.

Achievements (selected)

- Responsible for all design work for 4 successful NSOs including window artwork and installation for 3 new stores.
- Responsible for design of several Northern California marketing initiatives, including California Wine Microregions, displays for food events such as Pebble Beach Food and Wine Festival, and the Napa Valley Film Festival.
- Designed multiple van wraps for catering delivery vehicles.
- Designed signage and materials for WFM's involvement in several community events including Pride and San Francisco Beer Week.
- Designed tactics for bespoke taprooms in two Northern California stores.

Graphic Artist/Creative Lead/Store Artist 2010-2018

Assistant Store Artist 2006-2010

Chalkboard Artist 2004-2006

- Key liaison between regional and the store marketing teams for the implementation of all marketing materials.
- Designed and produced marketing materials and media advertisements for publication, day-to-day signage and weekly sales flier production, including photography for social media postings.
- Worked closely with the regional Creative Coordinator on special projects.
- Designed and created visually appealing hand-lettered chalkboards.
- Train new store artists.

Achievements

- Developed system to facilitate team member implementation of marketing materials.
- Chosen SGA to test new regional programs. Provided on-going feedback and solutions to ensure retail excellence prior to rollout to entire region.
- Multiple Outstanding Team Member awards.
- Winner of two contests for endcap display designs: a regional contest for Three Wishes Wines and a national contest from Nordic Naturals.
- Widely recognized for chalkboard layouts, which have been photographed and circulated throughout as examples for other store artists.
- Assisted in multiple store openings.

EDUCATION

Bachelor of Fine Arts 1988

Alfred University. Alfred, NY
Emphasis: Sculpture and Drawing.

Continuing Education

Durham Technical Community College.

Durham, NC 2005

Introduction to Graphic Design

Carrboro Arts Center. 2006-2008

Carrboro, NC

Adobe Photoshop, Adobe Illustrator,

Adobe InDesign

SOFTWARE AND EQUIPMENT

- Macintosh Operating System
- Adobe Creative Suite (including Illustrator, InDesign, Photoshop)
- Filemaker Pro
- Microsoft Office (Word, Excel, Powerpoint)
- Familiar with use/troubleshooting for Xerox, Xante, HP DesignJet, and Cannon large format printers.