

Value Proposition

A long-established career in advertising has provided Robin with a wealth of experience, offering advertising agencies, design studios, printers and a diverse range of his own clients with creative solutions in brand/rebrand development, advertising and promotion. Highly creative, and equipped with a proven skill-set, he has a passion for helping emerging organizations take the next step in their corporate growth with a targeted, innovative approach to visual identity, as well as the vision to bring unique solutions to their print and electronic requirements.

Selected Achievements

- Created strategic corporate identity and terminal branding, print and web development for Calgary-based ATM service provider. The client has since become Canada's leading provider with over 7,500 branded terminals nationwide, and now boasts terminals in the US, Mexico, the UK and Australia, and has grown from two employees in 1997 to over 250 employees worldwide today, with \$100 million in annual revenues.
- Developed branding program for a sales, service and distribution company specializing in industrial process control, measurement, analytical and detection instruments in 1993, that has since grown to be one of the largest suppliers of these services in Canada, with offices across the country and the US.
- Ongoing creation of print collateral material for one of Canada's largest hotel chains.
- Provided promotional material for one of Calgary's most historic landmark hotels.
- Branded, and rebranded a local not-for-profit musical group, and provided creative design and promotion services that has kept them engaged with the world for over 25 years.
- Provided logo design, brand guidelines and created visual sales materials for a Calgary-based company specializing in the design and construction of accessory dwelling units for home office, passive revenue, multi-generational and recreational purposes.
- Provided design expertise in visual identity for more than 400 companies.

Experience

- Osborne Interim Management:
 - Fortress Insurance Company: Logo Development (April 2020)
 - Western Canadian Wheat Growers Association: 50th Anniversary Logo Development (June 2019)
 - YouQuest: Logo Development (June 2018)
- Two Birds, One Stone Graphic Design: Owner

Qualifications

- Diploma of Applied Arts in Design – Graphics and Advertising, Conestoga College, Kitchener, Ontario
 - Areas of Study: Advertising Principles and Strategy, Graphic Design and Layout, Typography, Illustration, Photography, Packaging and Print Processes
- Continuing course upgrades for graphics-related software programs and processes, as well as best business practices
- Courses on networking, generating referrals, business practices

