



BLAIR ROMAN

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## COMPANY

## DESCRIPTION

### CREATIVE MANAGER

Toys“R”Us - Wayne, NJ  
12.13 - PRESENT

Create and establish visual identity, ensuring consistency of brand guidelines. Maintained partnerships with cross-functional teams, internally & externally, to deliver engaging campaigns that translate seamlessly across all channels. Developed campaign style guides for external direction, as well as managing execution of marketing assets. Provided photography direction, working with studios and agencies, to produce digital, video and print solutions. Specialize in social content strategy and creation, leveraging video and static assets to tell a story, engage our audience & deliver on key objectives. Manage high-volume workload, while inspiring and supporting a team of designers. Explore and innovate ideas to contend with the continuous transformation of dynamic platforms.

### ASSOCIATE CREATIVE MANAGER

Toys“R”Us - Wayne, NJ  
06.12 - 12.13

Instrumental in strategic design solutions across all social, mobile and emerging media channels for Toys“R”Us, Babies“R”Us and FAO Schwarz brands. Developed standard operating procedures to help balance workflow and training for seasonal freelance employees. Through creative direction and content strategy, Helped grow a fan base and increase engagement and virality of brands on social. Worked on execution of Babies“R”Us mobile registry app and corresponding digital assets. Collaborated with all necessary teams to design, organize & execute projects on time, while reacting to high-priority rush jobs.

### WEB DESIGNER

Toys“R”Us - Wayne, NJ  
06.10 - 06.12

Designed and created multi-media concepts for Toysrus.com and Babiesrus.com. Coordinated emails, banner ads, landing pages and social and mobile promotions into clear, brand-right customer-friendly experiences. Collaborated, as design lead, with multiple teams to develop, organize and manage concurrent projects. Trained and supervised freelance assistance.

### FREELANCE DESIGNER

Toys“R”Us - Wayne, NJ  
06.08 - 06.10

Part of the design team for the Toys“R”Us and FAO Schwarz holiday catalog concepts and final designs. As a lead designer on weekly print and online insert advertisements, I worked with marketing & project management to deliver brand-right creative on schedule. Designed email blasts, site creative, banner ads, mobile and social media designs for Toysrus.com and Babiesrus.com. Independently organized multiple concurrent projects, including directing photography and managing creative feedback.

### FREELANCE DESIGNER

Martha Stewart Crafts Brand  
EK Success - Clifton, NJ  
08.07 - 06.08

Conceptualized & illustrated patterns and designs, & prepared pre-press files for scrapbooking papers, embellishments, and packaging. Worked with marketing to design store signage, trade show materials & email blasts for marthastewartcrafts.com. Prepared pre-press files for Inkadinkado brand stamps and packaging.

### FREELANCE DESIGNER

Toys“R”Us - Wayne, NJ  
06.07 - 08.07

Designed, illustrated and prepared pre-press files for seasonal store signage, gift cards, credit cards and Geoffrey’s Birthday Club.

### FREELANCE PRODUCTION ARTIST

Myron Manufacturing - Maywood, NJ  
08.06 - 06.07

Created pre-press files for personalized corporate gifts, incentives and awards. Executed files for the processes of silk screening, hot stamps, and laser engraving.

## EDUCATION

Bachelor of Science in Graphic Design  
SUNY at New Paltz

## EXPERTISE

Adobe CC {Photoshop, InDesign, Illustrator, Dreamweaver, Premiere, After Effects},  
Microsoft PowerPoint, Word, Excel, and a working knowledge of HTML & CSS