



Andrew Robinson
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Designer and visual artist with over twelve years experience in interactive, graphic and information design. I've worked with agencies such as BBDO, Siegel & Gale and R/GA and clients such as Chanel, Bergdorf Goodman, Citibank, Macy's, Lowe's, Verizon, Goldman Sachs, Caterpillar, etc. I am looking for opportunities to work with art and design and I am open to short and long term consulting relationships.

Professional Accomplishments

BBDO, New York, New York, 2009 – Ongoing.

Freelance, Interaction Designer working on digital projects for clients such as FedEx and GE.

Parsons School of Design, New York, New York, 2005 – Ongoing.

Faculty, Strategic Design Studies, Design Management, Studio Art

Collaboration on the development of syllabus, and curriculum for the Design 3 and 4, information visualization studio courses.

Teach information design and visual literacy exploring Gestalt principles of visual organization, publication and communication design.

R/GA, New York, New York, 2003 – 2009.

Associate Creative Director, Interaction Design

Team leader for clients such as S.C. Johnson, Legg Mason, Discover, Purina, Verizon, New York Stock Exchange, Lowe's, Scripps, Cable Vision and Bank of America.

Coordinated requirements gathering sessions. Developed strategic implementation plans.

Performed ethnographic research. Designed usability testing scripts and coordinated the analysis of test results for improving customer experience.

Managed the over all creative team direction, and collaborated with business owners and technologists from ideation through to implementation. This included the development of websites, applications, mobile device interfaces, interactive program entertainment guide prototypes, as well as interactive signage in Time Square and in various museum and retail environments.

Cooper Union, New York, New York, August 2005.

Visiting Artist / Faculty

Workshop leader for college portfolio preparation in Cooper Union's summer arts program.

Citicorp, Long Island City, New York, July 2001 – 2003.

Vice President, Interaction Design

Coordinated the redesign of the Citi.com financial portal.

Coordinated the development of a digital photography archive.

Development of Interaction Design process and deliverables for Citicorp and international businesses.

Established a content strategy which used a narrative structure to personalize the user experience.

Migrated a consistent brand experience and a unified approach to interactive design.

Managed the development of html template designs for a content managed portal.

Siegel & Gale, New York, New York, May 2000 – July 2001.

Senior Information Architect / Designer

Design and brand development for leading corporations and organizations such as T. Rowe Price, College Board, Ellerbe Becket, Mirant, Boise Cascade, Marriott, Renaissance Hotels, American Express, Dow and the Victoria and Albert Museum.

Translated branding strategies into usable interactive design systems based on use case scenarios, user testing and collaborative iterative user centered design processes.

Developed an asset management intranet to track digital designs and photography.



American Center for Design, Chicago, Illinois. November 2000.

Guest speaker at the annual Living Surfaces conference hosted by the American Center for Design; in which I presented a paper on narrative techniques in Information Architecture and navigation strategies.

New School University, New York, New York, 1998- 2000.

Education Technologist / User Services Coordinator
Designed a curriculum and supporting training materials for a technology training program.
Implemented a University wide mentoring program, for students, staff, and faculty.
Created documentation, orientations, and a learning resource website for the academic community.
Assisted in the management of a multi-platform computing facility with over 700 computers.
Coordinated the hiring and training of over 70 student employees.
Member of the Technology Initiatives Forum comprised of staff and faculty who review innovative ways to introduce computer technology into the pedagogical discourse.
Managed computer lab inventory, and assisted in software and hardware upgrades.
Taught software and hardware usage in a multidiscipline academic environment with a focus on digital design.

William Morris Agency Inc., New York, New York, 1995-1998.

Regional Supervisor of the training and helpdesk
Coordinated the helpdesk and training development for three offices in New York, Nashville, and London.
Developed the graphical user interface for an intranet and customized database archive of arts and entertainment related data.
Assisted in the maintenance of a multiplatform LAN, which included NeXT (Unix), Windows NT, and Macintosh operating systems.
Managed the rollout of new PC hardware in a company wide network upgrade.
Supported strategy development for agency partnerships in the New Media, Talent, and Music divisions.

Sony, New York, New York, 1994-1995.

Exhibition Design and Education Program Development
Developed public programs for the Sony Wonder exhibition space, which highlighted technology, art and design.

Michael Kors Fashions, New York, New York, 1994-1995.

Installation and set design
Designed and installed the show room and runway for the Seventh on Sixth spring and fall fashion shows.

Bergdorf Goodman, New York, New York, 1994-1995.

Visual Merchandizing and Environmental Design
Design and production of window and store displays for the men's department.
Coordinated the color scheme for the Romeo Gigli show room.
Designed and installed custom displays for the Gianni Versace show room.

Metro Tech Center Public Exhibitions, Brooklyn, New York, 1992-1994.

Exhibition Design
Coordinated the design and installation of exhibitions at Metro Tech Center, Pierrepont Plaza, and NYNEX Brooklyn in partnership with organizations such as the Marie Walsh Sharpe Foundation, the Public Art Fund and the New York Foundation for the Arts.



Rotunda Gallery, Brooklyn, New York, 1992-1994.

Curatorial Assistant / Art Educator

Coordinated exhibitions, program development and fundraising events.

Maintained the exhibition archive and a computerized slide registry containing over 1000 artists.

Developed art education curricula public programs.

Coordinated the design of exhibition catalogues and exhibition documentation.

Responsible for the installation, insurance, registration and documentation of all art work entering the gallery.

Initiated a Saturday education program, in cooperation with New York Cares, which introduced disadvantaged children to innovative gallery exhibitions and creative workshops.

EIGEN+ART Gallery, Leipzig / Berlin, Germany and New York, New York, 1993.

Curatorial Assistant

Assisted in the establishment of a satellite gallery, which represented contemporary European artists in New York.

Oriented visiting artists and collectors in the preparation and shipping of works to and from the gallery space.

Developed the design of gallery installations and promotional materials.

School of Visual Arts, New York, New York, 1992-1994.

Coordinated the Visiting Artist Lecture Series, which included such distinguished guests as Donald Baechler, Mathew Barney, Leon Golub, Jane Hammond, Nancy Spero, Annie Sprinkle and Robert Storr.

Education

DEGREES

M.F.A., Studio Art, School of Visual Arts, New York, New York, 1994.

B.F.A., Ceramic Sculpture / Drawing, Maryland Institute College of Art, Baltimore, Maryland, 1991.

Non-Degree

Sculpture, Glasgow School of Art, Glasgow, Scotland, 1990.

Graphic Design, Ceramics, Kean College, Union, New Jersey, 1984 - 1986.

Ceramics Apprenticeship, Bailey Pottery, Westfield, New Jersey, 1978 - 1987.



Selected URLs

Bank of America – Interaction Design Director, Strategy and development for online demos, interactive marketing, cd roms, product landing page templates, interactive retail touch screens, atm advertisements.

www.bankofamerica.com

www.bankofamerica.com/associatebanking

www.educationmaximizer.com

<http://bankofamericabrand.com/bac> (proprietary)

<https://cace.interpublic.com> (proprietary)

Boise Cascade – Interaction Designer

www.bc.com

Citi Group – Vice President Interaction Design

www.citi.com, www.citibank.com, www.citibankonline.com

Dow - Interaction Designer and Brand Strategy

www.dow.com

Ellerbe Becket – Senior Interaction Designer

www.ellerbebeck.com

Lowes's – Associate Creative Director / Team Leader

www.lowes.com

www.inspirationlivesatlowes.com

www.lowes.com/lowes/GRHome.do

Mirant -Senior Interaction Designer

www.mirant.com

New York Stock Exchange - Interaction Design Director

www.nyse.com

Parsons School of Design – Advising Interaction Design Director

www.parsons.edu

Purina – Associate Creative Director, Interaction Design

www.petcentric.com

www.purinaone.com

www.kittenwise.com

www.fancyfeast.com

R/GA - Associate Creative Director, Interaction Design

www.rga.com

Scripps: Shop At Home Television - Interaction Design Director

www.shopathometv.com

Siegelgale – Senior Interaction Designer

www.siegelgale.com and <http://thinkbank.siegelgale.com> (Intranet)

T.Rowe Price – Interaction Designer / Design of the IRA Rollover Sub site

www.troweprice.com

Verizon – Associate Creative Director, Ongoing systematic redesign for Verizon.com, which led to the evolving redesign of the templates across the site and partner sites.

www.verizon.com

actionhero.verizon.com (retired)

verizonmarketing.com/bsg

verizonfios.com/img



Selected Skills

Design

Art and Creative Direction, Interactive Design, Information Architecture, Software Design, User Experience, Scenario Design, Desktop Publishing, Brand and Identity Design, Graphic and Information Design.

Management

Public speaking, Presentation, New business pitches, Requirements gathering, Discovery planning and execution, Creative direction, Mentoring, Usability test planning and execution, Ethnographic research, Paper prototyping, etc.

Team leadership experience.

Software

Acrobat, ACT, After Effects, Bbedit, Cascading Style Sheets, CC Mail, Claris Works, Diagram, DreamWeaver, Excel, File Maker Pro, Flash, Flow Charter, Form-Z (CAD), FTP- Cute, Fetch and WS-FTP, GIF Builder, Go Live, HomeSite, HTML 4.X, Illustrator, Image Ready, In Design, JavaScript, Live Link, Internet Explorer, Netscape, NSCA Mosaic, Omni Web, Open Write, Outlook, PageMaker, Painter, Photoshop, Power Point, Premier, Quark Express, QuickTime, Suit Cases, Tel-Net, Type Manager, Wet Paint, Word, Word Perfect, WS Gopher.

Operating Systems

Apple, DOS, Next Step, UNIX, Windows, Linux.

Hardware

Macintosh; PC; Printers- Laser, Bubble Jet, Plotter and Fiery; Scanner- AGFA, Cannon; Peripherals - CD/DVD Burner, Digital still and video cameras, LCD Projectors, Touch Screen Technology, Wacom Tablets.

Visual Art

Drawing

Gesture and Analytical drawing, Portraiture and Figurative Life drawing.

Painting

Oil, Acrylic, Gouache, Color Theory, Mural Painting, collage and assemblage.

Printing

Wood Block, Etching, and Screen-printing.

Sculpture

Casting Plaster, Clay Slip and Lost Wax Ceramic Shell and Sand Mold Casting

Ceramics Throwing, Hand Building, Mold Making, Slip Casting, Kiln Building and Maintenance, Glaze Composition.

Metal Fabrication: Oxy-Acetylene MIG and TIG Welding, Plasma Cutter.

Modeling: Wax and Clay Figurative Sculpture

Wood Working: Band Saw, Table Saw, Router, Drill Press, Planner, Belt Sander and Wood Surface Finishing.

Miscellaneous

Audio / Visual experience with LCD Projectors, Lighting, Fine Art Frame Finishing, Matting and Crate Construction, Exhibition Preparation, Installation, Packing and Shipping, Display Construction, Slide / Photo Documentation, Signage and Environmental Information Design, Dry Wall, Set Design and Construction.



Bibliography

Reviews and Press

Installations Steal the Show at 2007 Bushwick Open Studios by Hrag Vartanian, hragvartanian.com June 3, 2007

CAA Queer Art Caucus, Publications Index, Spring 2007

Robert Appleton "Another Green World" and Andrew Cornell Robinson "In the Viewing Room" at Paul Sharpe Gallery, Gay City News, November 30 2006

Walk The Windows of Atlantic Avenue, Brooklyn Blog (n/a) Brooklyn, New York, 2003

Censorship at Sowebo, Harry Newspaper, Baltimore, MD, June, 1991

Selected Published Writing

Michelle Lopez, The Violent Bear it Away, Simon Preston Gallery, New York, NY, April, 2009

Steve DeFrank, Art Cat, September 2008

Alex Da Corte "I Attach Myself to You" Stonefox Artspace, Gay City News, December 2007

John Jurayj, Not Here, Massimo Audiello Gallery, Gay City News, November 2007

Makers and Modelers, Works in Ceramic, Gladstone Gallery, Gay City News, September, 2007

Jacques Louis Vidal - "Wood Folks is Good Folks", Gay City News, July 2007

Jim Lee - "Altamont", Gay City News, June 2007

John Waters, "Unwatchable", Marianne Boesky Gallery, New York New York, Gay City News

Volume five, Issue 18 May 4 - 10, 2006

Day for Night, Whitney Biennial, Whitney Museum of American Art, New York, New York, Gay City News, March 2006.

Robert Mapplethorpe and the Classical Tradition, Guggenheim, New York, New York, Gay City News, Volume 75, Issue 31, August 4-10, 2005

Barry McGee, Deitch Projects, New York, New York, Gay City News, Volume four, Issue 23, June 9 - 15, 2005

Raymond Pettibon, David Zwirner Gallery, New York, New York, Gay City News, Volume 3, Issue 351, December 16 - 22, 2004.

Wolfgang Staehle, "2004", Postmatters Gallery, New York, New York, Gay City News, Volume 3, Issue 342, October 14 -20, 2004

Phoebe Washburn, "Seconds of Something", PS1 Museum, Long Island City, New York, July 2004

Sharon Core, Thiebauds, Bellwether Gallery, Brooklyn, New York, Gay City News, Vol 3 - Issue 10, March 4-10, 2004

Nayland Blake, Reel Around at Matthew Marks Gallery, New York, Gay City News, Vol 3, Issue 6, February 5 - 11, 2004.

Tim Noble and Sue Webster at PS1, Long Island City, New York, Gay City News, Vol 3, Issue 2, January 8 - 14, 2004.

Selected Exhibitions

Brooklyn Artillery, Eyelevel Gallery, Brooklyn, New York, 2009

Red Badge of Courage ReVisited, Curator Omar Lopez-Chahoud, Newark Arts Council, Newark, New Jersey. 2008

Crime Drama, Eye Level Gallery, at Victor Osborne, Brooklyn, New York. 2008

Bushwick Open Studios, Brooklyn, New York. 2008

In Your Presence, Open Spaces, Curator Steven Weintraub, Brooklyn, New York 2007

30th Small Works Exhibition, juried by Jim Kempner, NYU 80 Washington Square Galleries, New York, New York. 2007

New Paintings, Paul Sharpe Gallery, New York, New York 14 November - 16 December 2006

Bodily, a group exhibition curated by Steven Weintraub, Collision Machine, Brooklyn, New York. September 2006.

Publishing Triangle Silent Auction benefit for the Shiels-Grahn Nonfiction Awards and the Lorde-Gunn, at Remy Toledo Gallery, New York, New York 2006.

Matzo Files, at PS122 Gallery, New York, New York 2005.

Night of a 1000 Drawings, Artist Space, New York, New York 2005.

Groundswell benefit at White Columns, New York, New York 2005.

Matzo Files, Matzo Files Gallery, New York, New York, 2004.

Head Shot, Monmouth County Arts Council, Red Bank, New Jersey, 2003.

Walk The Windows, Installation on Atlantic Avenue with "Build The Boulevard", Brooklyn, New York, 2003.



Snap Shot Aldrich Museum of Contemporary Art, New York, New York, 2002.
Snap Shot Baltimore Contemporary Museum of Art, Baltimore, Maryland, 2001.
Street Paintings, Halcyon, Brooklyn, New York, 2000.
Group Show, Benefit for the Jericho Project curator Jonathan Danis, New York, 1999.
Group Show PS122 Gallery, New York, curator Susan Schrieber, 1997.
Special Projects Visual Arts Gallery, New York, curator Gregory Amenoff, 1994.
Places and Things Visual Arts Gallery, New York, curator Gary Stephan, 1994.
AIDS Assaults ACT UP, SOWEBO Arts Festival, Baltimore, Maryland, 1991.
Sculpture Show Fox Gallery, Baltimore, Maryland, 1991.
Installation, Space Gallery, Baltimore, Maryland, 1991.
Clay In The East Key Gallery, Virginia Commonwealth University, Richmond, Virginia, 1990.
Young Sculptors Glasgow School of Art, Glasgow, Scotland, 1990.
Review, Space Gallery, Baltimore, Maryland, 1990.