

Robb Petroff

Art Director
Graphic Designer

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Profile

Award-winning, innovative visual communications leader with experience providing art direction to creative teams in both product development and packaging design. Recognized for collaborating with key stakeholders and clients to develop and present design concepts and styles that strike a balance between beautiful & useful across both traditional retail as well as e-commerce and Amazon.

Experience

RWP112 Design / Creative Consultant

2018 - PRESENT, JERSEY CITY, NJ

Offering design and art direction for a wide range of clients. Generating design solutions from packaging and product design to brand development. Responsibilities range from ideation and design through to production, all while managing internal and external concerns.

JoyJolt / Creative Director - Licensed Division

2021 - 2022, NEW YORK, NY

Led the creative development of product and packaging design for JoyJolt's introduction to licensed merchandise in glassware and kitchen categories.

- Designed initial product and packaging offerings for over 50 unique SKUs for the Disney, Star Wars, Mandalorian and Christian Siriano glassware and kitchen collections
- Researched contemporary market trends and executed design solutions accordingly to bring best in class product to company's portfolio of consumer goods
- Implemented production and design systems and procedures for licensed department
- Sourced and managed a network of freelance contributors including Product and 3D designers
- Supervised and provided art direction and set design for lifestyle photography and photo shoots used across social media and e-commerce

- Developed comprehensive brand identity solution for the company's core business, which lead to improved visual consistency
- Created a multi-tiered packaging solution that allowed for seamless expansion into additional product categories, while reducing packaging cost by 20%

Aden + Anais / Senior Designer

2020 - 2021, NEW YORK, NY

Directed creative development of print and packaging design for the Aden + Anais brand

- Recruited to lead the company's expansion into hard goods product category
- Lead the print and packaging design efforts for both the boutique and mass product lines of hardlines and softlines/apparel
- Created re-imagined visual language for brand ID, iconography and collateral marketing material and maintained corresponding design standards library for new development

Wild Willow / Creative Director

2018 - 2020, NEW YORK, NY

Collaborated with the Chief Product Officer in the ideation, design, and production of bath and beauty product line launches

- Spearheaded the creative development for both product & packaging design for the Everlasting Soap Co. product line, which was granted in-line placement at Walmart
- Led, developed and executed the overall aesthetic and brand development for the multi-item Gaiam Yoga Self-Care product line placed at specialty accounts
- Developed brand style guides for internal and external reference to ensure consistent design

Global Brands Group / Senior Art Director

2015 - 2018, NEW YORK, NY

Senior Art Director of the Bath and Beauty Division leading the development, design and production of everyday and seasonal items

- Cultivated a culture within the creative department of 13 employees

that yielded concepts and design that exceeded industry standards for creativity and compliance

- Successfully integrated two creative teams post-acquisition into one cohesive creative department, which resulted in growing business by 3 additional licensed partnerships
- Partnered with sales team to ensure timely creative development and production that surpassed client expectations, internal needs, and met design budgets

MZ Berger / Senior Designer

2002 - 2015, NEW YORK, NY

Headed a design collective that consistently turned out best in class creative output. As the senior member of the creative department, provided insight and direction to junior staff and helped shape the culture and standards of the division

- Responsible for overseeing pre and post-production details on all outgoing artwork
- Maintained partnerships with major licensors to foster creative development between offices

Skills

Creative Direction, Project Management, Package Design, Print Production, Product Development, Team Leadership, Supervisory Skills, Mentoring, Brand Development & Management Graphic Design, Color Theory, Mood Board & Trend Presentation, CAD and Planogram Creation, Adobe Creative Cloud, High Proficiency in Adobe Photoshop, High Proficiency in Adobe Illustrator

Education

Pennsylvania State University / BA in Communications

AUGUST 1995 - DECEMBER 1999, UNIVERSITY PARK, PA

Awards

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- 2017 Hershey Consumer Products Product of the Year
 - 2017 GBG Outstanding Contribution & Product of the Year
 - Finalist for the Health & Beauty Awards Product of the Year
 - GMDC Health & Wellness Showcase Top Overall Product
 - MZB President's Award for Outstanding Contribution to the Company
 - 2010 Disney Consumer Product of the Year