

DeeDee ROBERTSON

CONNECTING
THE DOTS

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Hey there... a little about me.

I connect strategy to brands, and brands to their people.

I foster inclusive working relationships that use Design Process and "Yes, and..." idea building and to reveal fresh thinking.

I believe in the power of play to foster

discovery, and have a deep love for puzzles, patterns, history, the connection of things.

My superpower is a curious, enthusiastic resilience. I like to push (without fear of mistakes, since mistakes are our greatest teachers), but with a sense of purpose and vision.

ARTCENTER

COLLEGE OF DESIGN Pasadena, CA
BFA in Design, Honors

UNIVERSITY

OF MASSACHUSETTS Amherst, MA
BA in Art and Architecture

2022 -
CURRENT

NEW DIGITAL PRODUCT (confidential) (2022-2023)

Brand strategy, creative development, usability and UX design.

IICCT International Institute of Chocolate and Cacao Tasting (2023)

Strategy, Project Management for 2023 Awards, and Programs in North and South America.

MEANINGFUL WORKS (full-time 2022)

Creative Development, Strategy, Project Management for 2022-2023 campaign.

ART CENTER COLLEGE OF DESIGN (2022)

Teaching brand development and packaging.

CREATIVE
DIRECTOR

PASTILLA, INC.

Creative Development, Strategy, Project Management on Digital Products. (2020-2021)

Clients: Public Transportation Sector and Digital Web/App Development.

Oversaw production of print and digital products; lead strategy and creative from ideation through execution, worked with UX teams and liaised directly with clients.

CREATIVE
DIRECTOR

CONTRACT

Brand Strategy, Creative Development, Packaging, UX. (2018-2022)

Working with established food brands, large retail spaces and companies looking to revamp their brand to meet evolving consumer space.

CREATIVE
DIRECTOR

BRISTOL FARMS

360 Brand/Product Dev, Brand Manager, Event & Digital Marketing, Retail Design. (2016-2018)

Under CEO identified key areas for development; cross-functionally establishing new standards for packaging, environmental, retail, product development and, oversaw all marketing channels.

Noteworthy: Launched concept store that became the most successful store open in the history of the company. It continued to out perform and became the flagship model.

CREATIVE
DIRECTOR

WESTFIELD GROUP

Team Lead, Creative Development, Programming and Destination Marketing. (2009-2016)

Goals: CRM & Footfall. Tactics: Evolve the shopping center experience with state-of-the-art brick & mortar locations; aspirational creative, and forward-thinking experiential executions.

Noteworthy: Events: Fashion, Holiday. Destination Airports: Tom Bradley LAX, World Trade Center Hub. New Developments: The Village, Century City, UTC, Horton Plaza Park. Rewards Program.

DESIGN
DIRECTOR

RAPP

Team Lead, Creative Development reporting to ECD. (2008-2009)

Working in the forefront of the digital data marketing landscape, this was a unique opportunity to partnered with strategic developers focusing on reach, conversion and engagement.

NON-DESIGN WORK...that I LOVE to do.

Teaching: Art Center: Degree program, Teens, Kids and Guest Reviewer. FIDM: Motions Graphics, Broadcast, Design. NOVA: Japan. Teacher and Student Mentor.

BRAND STRATEGY

TRENDS

DIGITAL MARKETING

PRODUCT DEVELOPMENT

CUSTOMER JOURNEY

PACKAGING

BRAND MANAGEMENT



OmnicomGroup



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DeeDee ROBERTSON

**MAKING
SENSE OF
THE CHAOS**

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Am I the right fit?

I can share my experience, and little sound bites from co-workers and my team – accolades which are wonderful to hear (and sometimes can make me blush). However the truth is, finding the right fit is a journey, and sometimes the only way to really know is to meet. Let's chat and see if we fit.

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**"CREATIVE, SMART, STRATEGIC AND OVERALL
WONDERFUL...TO WORK WITH."**

061923_01

Dear Potential Employer.

I have taken some time to Highlight a few specifics that you may be looking for. Have questions, let's talk.

- Developed CPG packaging and lifestyle goods
- Guided projects from concept through production to market.
- Supervised teams of various sizes (5 to 20+ people during event season)
- Worked with printers in China
- Comfortable talking to and presenting to various teams and stakeholders including marketing, c-suite executives, retail partners and clients.
- Strong design skills and can transition easily from giving direction to executing my own designs.
- Mentored designers and have taught at Art Center College of Design.
- Value discovery, different points of view and discussions around concepts and design.
- Have worked closely with c-suite team in many of my roles. It is a great opportunity to support bigger objectives and provide a sounding board.
- Advanced Adobe Creative Suite skills, including Photoshop, Illustrator & InDesign.
- Quick with new technology, and always look for ways to streamline and increase productivity.
- Strong working knowledge of Word, Excel, Power-Point, Teams; Google tools (doc, slides, sheets - for collaboration), Keynote, Pages (for collaboration), and Slack.
- My early career was in motion graphics creating designs and graphics mostly for broadcast and digital media.
- Supervised digital marketing (web, digital ads, social) for several clients.
- Capable of creating versatile campaigns that can easily scale across multiple platforms including: social, digital, interactive, print, and experiential.
- Excellent conceptual and design sensibilities, especially considering the application and how a user will interact with the content.
- Capable of working in a fast past environment, with tight deadlines.
- Good at re-prioritizing a strategic approach and parallel pathing objectives when/if necessary.
- Passion for design, ideas, materials, stories... I have been told my energy is contagious. It is easier to get people on-board with an idea when there is positivity and strategy behind it.
- Many of the positions I have held require a deeper knowledge of what drives the business. Understanding that helps to create better design results (for both the customer and internal partners). In turn, understanding the brand strategy allows us to take good design and bring it to life via marketing channels, content, and PR .