

# SANAE ROBINSON

Creative Director / Art Director / Designer

🌐 sanaerobinson.com

✉ itsanae@gmail.com

☎ 917.626.6533

## Work History

### **Freelance Creative Director / ACD / Senior Art Director, New York 2010—present**

(a partial list of agencies and projects)

**CDMNY:** Bayer blood glucose meters digital and print advertising and sales aids

**KBS+P:** Humira consumer print, DM, video and digital advertising

**AgencyRx:** Gleevec, Femara, Bayer Animal Health print and collateral

**CDMi:** Arestin consumer print and digital advertising

**DraftFCB:** Gilenya launch consumer print and digital advertising and collateral

**Avrett Free Ginsberg:** Purina One pet food TV spots

### **VP, Associate Creative Director at Deutsch, New York 2007—2009**

Managing creative staff on the **USAA** account — print / DM / interactive / collateral

### **Freelance Creative Director / ACD / Senior Art Director, New York 2005—2007**

(a partial list of agencies and projects)

**Hill Holliday:** Verizon Wireless national and regional print

**FCB:** MetLife print and DM, Alcon reSTOR print, Omacor print, Gevalia print and DM

### **Creative Supervisor at Deutsch / Draft Worldwide, New York 2003—2005**

Managing creative staff on the **Bank of America** account print / DM / interactive / collateral

I helped create the innovative, streamlined agency-within-an-agency, Deutsch Graphics, designed to service the \$65 million Bank of America account in a time-efficient, cost-effective manner, while still maintaining a high level of creativity and brand standards. We served as “brand police” monitoring all the other IPG agencies handling other pieces of the business. I resourced, staffed and managed a group of 6 to 9 art directors and copywriters. The result was a high energy, fast paced group that truly enjoyed working together. When the agency resigned the account, I was asked to transfer to the new agency and help rebuild the group there.

### **Previous Staff and Freelance Art Director positions, New York & Los Angeles**

(a partial list of agencies and projects)

**TBWA/Chiat/Day:** Infiniti national/regional print advertising

**Team One:** Lexus national and regional advertising, collateral, new model brochures

**Cole Haan:** New collection brochures, advertising, environmental displays

**Deutsch:** Mitsubishi national print advertising

**Frédéric Fekkai (Chanel, Inc):** packaging, advertising, in-salon signage, promotional pieces

**Disney, Universal, Paramount, Columbia, TNT, UPN, Fox:** sales kits, style guides and ads

## Education

FIDM, Los Angeles; **Art Center**, Pasadena; **UCLA** Extension, Los Angeles; **SVA**, NY

## Miscellaneous

Proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator), Quark Xpress and a Certified OM Yoga Instructor (CYT).

References/portfolio available upon request.

SANAE