

# Robert Gex Barfield Jr.

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## OBJECTIVE

To be a leader in creating the optimum customer experience utilizing my broad scope of experience in interactive strategy, web design and advertising.

## EXPERIENCE

*Interactive Lead, DownToEarth.com & Stir.com (Match.com Ventures)* June 2008 to Present  
Responsible for all design and interactive challenges. Working on a small team of five, I take ideas from paper, to design, to development and oversee deployment. I work with a few application engineers and a marketing director to create and test the first match.com free dating site & the first match.com 18-25 hangout site. I designed, implemented and oversaw all traditional media along with the interactive media. Within the first three months of DownToEarth.com going live, we achieved 150,000 users and ranked 6<sup>th</sup> among all free dating websites. Stir.com currently has over 1,000,000 users, with more 100,000 unique visitors monthly.

*Group Interactive Lead, IMC2* March 2008 to June 2008  
Responsible for all major multimedia implementations for the P&G group. I work with the creative and account teams to understand client needs and objectives. From there, I am responsible for contributing and verifying the functionality that is presented to the client. I also create the development estimate and timeline, along with selecting the right developer for the project. I often work through project development challenges (mostly actionscript) to help the development team maximize productivity.

*Associate Creative Director / Interactive Development Manager, IMC2* May 2006 to March 2008  
Responsible for leading all interactive development for the P&G group. Some notable clients are Olay, Secret, Max Factor, Gain, Old Spice, Eukanuba, Iams, Tampax, Always, Crest & Scope. Oversee early brainstorm sessions, assess the scope and estimate of the development of each concept, create timelines, and lead the development of the final concept. When leading rich media (Flash) development, I am also a major contributor to the development of complex applications. I also take responsibility for helping my team grow both their design and development skills.

*Lead Interactive Designer, The Point Group* June 2003 to May 2006  
Responsible for analysis, design and development of all interactive initiatives that enter the agency. Keeping track of design/development deadlines, design presentations, vendor interactions and client expectations. Use of user/client input and analysis to recommend a strategy and functionality for agency implementation. Converting strategy to functionality, look and feel, and a timeline. Creation of information architectures, wire frames and storyboards. Oversee the look and feel and deliver it to programming when final design revisions have been made.

*Senior Art Director / Interactive Designer, Millet Group* September 2002 to June 2003  
Responsible for taking client initiatives, print or web, from concept through execution while meeting client objectives and maintaining the highest level of quality.

*Art Director / Interactive Designer, Baron Communications* May 2000 to September 2002  
Responsible for concepting, comping, and executing different print assignments. For web, I was responsible for concepting, designing and developing multimedia projects.

## CLIENTS

Match.com	Eukanuba / Iams (Dog Food)
Tampax / Always (Feminine Hygiene)	Olay / Max Factor (Cosmetics)
Crest / Scope (Oral Care)	W Hotels (Residences & Condos)
Baylor Medical Center (Healthcare System)	Old Spice / Secret (Deodorant)

## EDUCATION

University of North Texas, Denton, Texas	Graduation Date: August 2000
Major: Advertising Design	Minor: Communication Design, Marketing

**SKILLS**

10+ years interactive strategy/design/development

8+ years agency experience

Photoshop, Illustrator, InDesign

Multimedia – Flash, Actionscript 2 (advanced), Actionscript 3 (advanced)

Programming – HTML, CSS, PHP, MySQL

**REFERENCES** (upon request)