

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

Group Interactive Lead, IMC2

March 2008 to Present

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 conceiving, comping, and executing different print assignments. For web, I was responsible for conceiving, designing and developing multimedia projects.

CLIENTS

Old Spice / Secret (Deodorant)

Tampax / Always (Feminine Hygiene)

Crest / Scope (Oral Care)

Baylor Medical Center (Healthcare System)

Eukanuba / Iams (Dog Food)

Olay / Max Factor (Cosmetics)

W Hotels (Residences & Condos)

Nokia (Communications)

EDUCATION

University of North Texas, Denton, Texas Graduation Date: August 2000

Major: Advertising Design

Minor: Communication Design, Marketing

SKILLS

9+ years interactive strategy/design/development

7+ years agency experience

Photoshop, Illustrator, InDesign

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

Programming – HTML, CSS, PHP, MySQL

REFERENCES (upon request)