

28614 Highway 161
New Hartford, MO 63359

573-470-2257

robert@aboyandhisdog.com
www.aboyandhisdog.com
linkedin.com/in/robertbrookallen

Robert Brook Allen

Objective A full time position where my strong design, illustration, production and organizational skills can contribute to a team of creative professionals.

Summary EXPERIENCE | QUALIFICATIONS | SKILLS

- 35+ years experience:
 - DESIGN STUDIO – *Owner/Creative Director*
 - PUBLISHING – *Senior Design Manager/Book & Cover Designer*
 - ADVERTISING – *Senior Art Director*
- Excellent organizational skills and attention to detail along with a great passion for design.
- Instructor of Adobe Creative Suite; Photoshop, Illustrator, and InDesign.

A BOY AND HIS DOG

New York, NY / New Hartford MO

DESIGN STUDIO

MAY 97 - PRESENT

Design, Production, Illustration, Art Direction, Instruction

Manage a freelance business for a variety of clients including: Harcourt, Houghton Mifflin, Holt, Pearson, Oxford, Scholastic as well as non publishing clients. Work includes: book cover and interior design for grades PK-6 textbooks and teacher's editions, young adult book design, reference book design, illustration, packaging, marketing materials, identity programs, newsletters, and flyers. Portfolio web design. Instructor at HarperCollins Children's division and Farrar, Straus and Giroux to implement a move from QuarkXPress to Adobe InDesign.

MACMILLAN/MCGRAW-HILL

New York, NY

SENIOR DESIGN MANAGER

SEPTEMBER 01 - AUGUST 06

Cover Department & Interior Prototype team

- Designed award winning elementary textbook cover series for subjects including Science, Social Studies, Health, and Language Arts.
- Organized new cover design department and streamlined processes to meet deadlines and budgets.
- Established and maintained consistent branding.
- Researched and implemented competitive analysis across product lines.
- Experienced with current printing techniques, special effects, press checks, and direction of photography as well as outsourced studios.
- Lead designer, prototype team. Designed interiors of educational print materials for the elementary market.
- Assisted in the organization of the design team across various product lines.
- Mentor for junior designers to increase their program knowledge and design abilities.

PARSONS / THE NEW SCHOOL*New York, NY***ADJUNCT PROFESSOR**

FALL 97 - MAY 09

Digital Design Department

Adjunct professor teaching a variety of undergraduate design classes using the latest Mac OS versions of Adobe's Photoshop, Illustrator, and InDesign. Classes stressed design basics including typography and color along with making production quality files.

CREATIVES NYC INC.*New York, NY***CREATIVE DIRECTOR**

APRIL 93 - APRIL 97

Co-owner

Oversaw all aspects of design and production and job management. Work included: Student and Teacher textbook design, magazine special issue design and management, packaging, promotional materials, catalogs, editorial, and identity design.

SCHOLASTIC INC.*New York, NY***FREELANCE GRAPHIC DESIGNER**

JUNE 92 - MAY 93

Instructional Publications Group

Senior designer for *Many Voices*, a supplemental reading program for grades K-3, and *Readers Choice* literacy program for grades K-6. Work included: teacher editions, pupil editions, marketing materials and packaging.

GREGG & ASSOCIATES*Kansas City, MO***SENIOR DESIGNER**

AUGUST 90 - MARCH 92

Design Studio

Lead designer of print material for a wide variety of clients including: Kansas City magnet schools, Kansas City Symphony. Work included: logo design, direct mail, annual reports, posters, print ads and illustration.

**MONTAGUE SHERRY
ADVERTISING***Kansas City, MO***SENIOR ART DIRECTOR**

MARCH 86 - JULY 90

Advertising Agency

Art Director on various hotel accounts including Sheraton and Hyatt Hotels along with other smaller chains from Martha's Vineyard to Santa Fe. Other accounts included Blue Ridge Mall and the Plaza. Work included: branding, print advertising, signage, direct mail and posters.

Education

UNIVERSITY OF MISSOURI/KANSAS CITY

AUGUST 81 - MAY 84

Studio art with graphic design emphasis

COLUMBIA COLLEGE

AUGUST 79 - MAY 81

Commercial art

*Portfolio PDF's and
References available*

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AWARDS

- New York Book Show
2005, 2004, 2003, 2002,
2000, 1999
- California Book Show
- Kansas City Art Directors

PUBLISHED

- Designing for Children
- The New American Logo
- Promo 2
- Creative Self Promotion on a
Limited Budget