



## BLAIR ROMAN

GRAPHIC DESIGNER  
ART DIRECTOR &  
CONTENT CREATOR

### CONTACT

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### SKILLS

Adobe Creative Suite (CC)  
Photoshop, InDesign,  
Illustrator, After Effects,  
Premier, video production,  
web design, illustration,  
photography & knowledge  
of CSS / HTML

### DEVELOPMENT

ANA School of Marketing  
Brand Building with  
Customer Insights training

HOW Design Live

Best practices and content  
creation workshops for  
Facebook, Instagram,  
Pinterest, Twitter & Snapchat

Making Meetings Matter

Understanding &  
Leading Change

### EDUCATION

2006  
SUNY New Paltz  
Bachelor of Science,  
Graphic Design

### PROFILE

A graphic designer and strategic thinker solving business objectives through 360° creative campaigns inclusive of style guides, photography direction, video, digital, social & print media.

### EXPERIENCE

#### Freelance Graphic Designer, 2018-Present

*Leap Insurance, Inc., Jersey City, NJ*

- Create a brand launch campaign to generate awareness of a new service targeted at millennials & international students
- Execute marketing assets for out-of-home, digital design, media banners, social media, email, postcards & handouts to increase sales & profitability

#### Creative Manager, Design, 2013-2018

*Toys“R”Us, Inc., Wayne, NJ*

- Preserve cohesive brand identity across all assets including brand guidelines, social, email, website experiences, video, print & in-store signage
- Create a design strategy for the annual editorial calendar by collaborating with copy and marketing teams to increase brand engagement
- Cut costs & expedite creative approvals by launching an in-house photography studio to quickly produce digital assets for web, social & mobile
- Increase efficiency by developing standard operating procedures for concept & execution of live-action or animated videos from concept through launch
- Manage, mentor and inspire 4 full-time designers, animators and freelance designers, including job assignments, reviewing work, and performance management

#### *Accomplishments*

- Develop a creative & design strategy for 2017 Play Lab campaign that generated +\$2.6MM incremental sales in test stores & increased social video unit ad-recall rates 66% above the benchmark
- Manage & write the advertising dept. on-boarding document, consulting with marketing, creative and production teams, for a common source of information & to aid new hires

#### Web Designer, 2010-2012

*Toys“R”Us, Inc., Wayne, NJ*

- Leverage strong layout and typography skills for brand-right, customer-friendly experiences to increase sales on multiple concurrent digital, print & social media projects
- Clearly present creative solutions to gain support and approvals from key stakeholders
- Design & collaborate with the web development team on micro-sites for philanthropic campaigns and new product launches to boost awareness & sales
- Manage time & prioritize workload in a fast-paced, dynamic environment to align with developing team & business needs

#### *Accomplishments*

- Design creative campaign of exclusive Babies“R”Us clothing line *Truly Scrumptious* designed by Heidi Klum to increase brand awareness & store traffic

#### Graphic Designer, 2007-2009

*EK Success, Clifton, NJ*

- Concept & illustrate patterns for scrapbooking papers, embellishments, party decoration and packaging for Martha Stewart Crafts™ Brand
- Design store signage, trade show materials & email blasts for [marthastewartcrafts.com](http://marthastewartcrafts.com) to create awareness of new products