

BOB RAYNOR

CREATIVE DIRECTOR
215.681.2701

CONNECT

EMAIL



WORK



WEBSITE



EDUCATION



**The Antoinette Westphal College of
Media Arts & Design, Drexel University**
1998 - 2002

Bachelor of Science in Graphic Design

University College of Northampton,
Northampton, England - 2001

Three month study abroad exchange program.
The right to participate was granted by the
Drexel Graphic Design program staff. I was
one of two people chosen to represent the
Drexel program at UCN.

SKILLS



- Adobe Creative Cloud:
 - Photoshop, Illustrator, InDesign, XD
 - Dreamweaver, After Effects, Audition
- Microsoft Office 365
- HTML / CSS
- Pharma Regulatory Process
- Veeva Vault
- Jira

PROFESSIONAL EXPERIENCE

Tag Worldwide

Creative Director, Life Sciences: January 2021 – Present

I'm responsible for driving the creative execution of all projects for our Life Sciences clients. Managing a team of highly skilled Art Directors and guiding the creative process from concept to completion, I interface with clients and account managers to deliver strategic, tactical execution of external and internal facing brand projects. Requires knowledge of multiple brands from our clients' drug portfolios and an ability to understand the regulatory process for guiding projects through medical and legal review. Other responsibilities include managing and identifying workflow processes that help the team function at a high level, developing the skill set of the creative team and building internal resources that help us meet the growing needs of our business.

Creative Studio Manager, Pfizer Account: February 2014 – December 2020

My primary role as Creative Studio Manager (CSM) was to manage the creative process of the design team, provide high-level creative direction and to establish and maintain a quality control process that enables the team to function at an elite level. As CSM I was also the voice for the design team; able to effectively communicate with account managers, designers, developers, vendors and clients. Last, but not least, I was tasked with high-end concept work and to develop and execute creative branded campaigns across the entire library of Pfizer products.

Lead Graphic Designer, Pfizer Account: July 2011 – February 2014

Creative lead of the in-house design team known as Global Creative Solutions. I worked with the external brand teams to design marketing material aimed at promoting Pfizer's drug products. Required utilizing the brand standards and guidelines of each drug group to design a wide range of marketing material such as HTML e-blasts, web banners, Flash animations, posters, large format wall murals, brochures, postcards, iPad App UI, PPT Presentations and sales material.

Freelance Art Director

Client: Coliseum Communications, LLC.: June 2010 – Present

Responsibilities include the on-going design and maintenance of abingtonspeech.com. Developed their new website as well as several other websites and all related material including online ads, brochures, booklets, custom signs and hand-coded e-blasts. Assisted in the direction of social media identity for clients who wish to utilize Facebook and Twitter to enhance their brand. Relied on to deliver consistently great design work and project management for clients.

Client: Ratex Business Solutions: January 2011 – 2013

Custom UI design of online College and University bookstores. Bookstores are designed in Photoshop and then HTML/CSS is used to adapt the design into the bookstore template.

The Roman Group Advertising Agency

Art Director: March 2006 – June 2010

At the Roman Group, I was a one-man design army. I designed recruitment ads, retail ads, posters, brochures, booklets, postcards, billboards, banner ads, web ads and e-blasts for companies in various business categories. As the lone creative on staff, my ability to design excellent ads under tight deadlines gave our clients a professional image and helped them find the best candidates for employment.

Pitney Bowes Management Services

Print Ambassador, Merck Pharmaceuticals: September 2003 – March 2006

Responsible for offering custom designs and print project management for Merck Pharmaceuticals employees. Position included customer relations, getting/creating estimates, preparing/converting files for print, typesetting, poster creation, scanning and communicating with vendors. Some design involved, as well as being able to manage several projects, from start to finish, at once.