

ROB CORWIN

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ROB

**professional
experience**

Independent Creative Consultant

October 2008 - Present
San Francisco, California

Helping clients create meaningful connections with key stakeholders through design solutions across a variety of media. Current projects include brand strategy, identity design, email communications, Web site architecture and content development.

Creative Director – Heller Ehrman LLP

September 2006 - October 2008
San Francisco, Calif.

Responsible for all creative services and marketing technology programs. Built a winning team of in-house creatives and outside agencies to service global branding, design and copywriting needs. Managed the firm's Web site and email publication process. Oversaw an extensive CRM program. Developed a proposal automation application and library of centralized marketing content. Coordinated interface development for internal systems. Managed marketing plans, budgets and operational issues.

Creative Director – DLA Piper US LLP (formerly Gray Cary Ware & Freidenrich LLP)

July 2003 - September 2006
San Francisco, Calif.

Advised firm management on branding and technology concerns. Developed strategy and direction for branding, advertising and design projects. Oversaw the firm's Internet presence, including strategy, technology and implementation for all online programs. Responsible for centralized content management and proposal automation. Coordinated interface development for the firm's CRM system. Managed an in-house staff of creative and technology professionals, as well as external agency relationships.

Senior Designer – Orrick, Herrington & Sutcliffe LLC

February 2001 - July 2003
San Francisco, Calif.

As part of the first-ever branding team at a major U.S. law firm, worked to establish a comprehensive global brand. Served as visual design lead on the development of Orrick's award-winning Web site and intranet portal. Developed a firmwide platform for email publications. Created national advertisements and numerous publications. Managed freelance designers and developers.

Freelance Design Consultant

March 1996 - February 2001
Washington, D.C.

Established a design practice to service corporate, association and nonprofit clients. Developed logos and identity systems. Designed advertisements, collateral materials and Web sites. Managed partnerships with designers, copywriters, editors and photographers.

education

Georgetown University – School of Business Administration

B.S.B.A. in International Marketing, Minor in French
Washington, D.C. – May 1992

**recognition
& affiliations**

Member of the American Institute of Graphic Arts (AIGA)
Member of the AIGA Center for Cross-Cultural Design
Winner of the LMA Your Honor Awards, 1st Place for Web Sites, October 2003
Profiled in *Package & Design Magazine* (China), May 2008
Sichuan Designer's Association, Earthquake Relief Poster Exhibition, June 2008
Work featured in *Package & Design Magazine* (China), July 2008