

Robbi G. Muir

Creative Lead/Graphic Design/Branding

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OBJECTIVE

To create brands that engage and emotionally connect with people, by providing innovative creative thinking and a dedication to graphics, color and craft.

Improve brand consistency and impact. Highly involved in both developing strategy and creating consistent corporate brand identity and integrated communications.

Bring knowledge of best business practices to creative team to ensure smooth production and timely delivery of marketing materials.

EXPERTISE PROFILE

Robbi is a highly skilled graphic designer who creates brands that engage and emotionally connect with people, by providing innovative creative thinking and a dedication to graphics, color and craft. She is a seasoned professional in designing identity, capability brochures, corporate communications, web design and advertising.

Robbi has more than 25 years of experience designing for businesses across multiple industries: financial, corporate, AEC, publishing and luxury real estate.

Management of projects from planning through execution while collaborating with client, creative & account teams.

CAREER HIGHLIGHTS

In her early career she was Creative Director at a New York agency specialized in commercial real estate advertising and marketing. She has also worked with American Express, Ogilvy Direct and Dow Jones/The Wall Street Journal as a creative director on specific design projects.

Since 1995 she has been creative lead of her own graphic design studio designing for companies to increase awareness and sales by aligning strategy, design and technology.

PRESS HIGHLIGHTS

NY Art Directors Club award for real estate advertising and graphics.

EDUCATION

University of British Columbia, Vancouver, B.C.

BA, 20th C Art

Vancouver School of Art, Vancouver, B.C.
Photography & Graphic Design Program

Watercolor Artist & Illustrator
Photographer

WORK STATUS

Canadian & Irish Citizenship
Permanent Resident Status in USA

CREATIVE EXPERTISE

Areas	Industry	Audiences	Programs
Branding Marketing Print & Digital	Financial Corporate Real Estate AEC Design Firms	Professional service companies, Real Estate Developers, Business owners. Solo Entrepreneurs	Strategy, rebranding, Email design, Advertising, Landing pages Website design.

BUSINESS EXPERIENCE

Muir Design Inc.

Since 1995 to 2019

Graphic Design Lead/Branding Consultant

Muir Design offers original creative thinking and a dedication to graphics, color and craft that bring brands to life and create engagement. Compelling branding and graphics that motivate are hallmarks of Muir Design.

Robbi is an expert in identity and logo design, branding and brand strategy, and ongoing brand guidance. She is also highly skilled in developing capability brochures, corporate print communications, web design, editorial design and print advertising.

Accomplishments: Her personal experience in setting up and running her own design studio has enhanced her ability to help start-ups and small businesses. She loves working with founders and entrepreneurs in the early stages of their branding development.

Contract **Clients**

Sotheby Real Estate, Washington, DC., April - Sept. 2019

Creative Director

Business description: Provided marketing print expertise.

Independent Entrepreneur Marketing clients/Project-based NYC 2016-2019

Creative Director

Business description: Provided marketing print and branding expertise.

Douglas Elliman Real Estate, Corporate Marketing, NYC 2015-2016

Creative Director

Business description: Provided marketing print and branding expertise.

Paladin Staffing & Recruiting, NYC 2013 – 2014

Creative Director

Business description: Designed new branding program and style guide.

Pace Advertising, NYC (Real Estate)

Sun & Moon Marketing, NYC (Real Estate)

RODE Advertising NYC (Real Estate) **2011 – 2012**

Creative Director

Business description: Provided marketing print, advertising and branding expertise.

Dow Jones/The Wall Street Journal 2008 – 2010

Creative Director

Business description: Provided marketing print, advertising and branding expertise.

Accomplishments:

Creative Director/Brand Manager: WSJ Financial Conferences: ECONomics, Future of Finance and CEO Council. Included branding, print communications, program guide books, print advertising, invitations, email blasts, website redesign, sales collateral, media kits, and conference signage, in the marketing of the conferences. Managed the creative process from concept through to the printing production of the components. Coordinated with the executive management of the Dow Jones Ventures Group.

Cline Davis Mann Advertising 2007 – 2008

Creative Director

Business description: Provided direct mail marketing print expertise.

Sherman Real Estate Advertising 2005 – 2006

Creative Director

Business description: Provided marketing print, advertising and branding expertise

RTC Relationship Marketing 2004 – 2005

Creative Director

Business description: Provided marketing print, advertising and branding expertis

Ogilvy Direct 2003 – 2004

Creative Director

Business description: Provided direct mail marketing print expertise.

Accomplishments:

Design of direct mail programs for financial service clients: American Express, Goldman Sachs, SAP and pharma direct mail projects. Design/art direction for catalogs, brochures, magazines and direct mail print campaigns.

American Express 2001 – 2003

Creative Director

Business description: Management of department & provided direct mail marketing print expertise.

Accomplishments:

Creative Art Director: Setup and managed the in-house Creative Services department within the Direct Mail Marketing Group at the American Express corporate offices in NYC. Responsible for the creative development of new direct mail campaigns as well as updating existing programs. Supervised the 6-person creative department staff and outside freelancers. The first year we saved AMEX \$1.5 million in outside creative service fees

TESTIMONIALS REFERENCES



Paula Barr
Artist

August 23, 2019, Robbi was a client of Paula's

I have worked with Robbi for decades and on many projects. She is wonderful with concept and/or redesigning your projects. You always have a partner when Robbi is your Graphic Designer.



Faith Kinslow
Copywriter/Brand Strategist/Course Creator |Maximizing sales with strategic messaging

August 23, 2019, Faith was a client of Robbi's

As a copywriter for more than 30 years, I have worked with many graphic designers and creative directors, and Robbi Muir stands out among them as a master of color, design and marketing. She is also extremely conscientious, and an absolute pleasure to work with, always delivering high quality work on time, and often faster than I expected. Collaborative and cooperative, you can count on her to make revision requests quickly and with a smile. I continue to hire Robbi — over and over — for projects ranging from website development (design and implementation) to logo



Lorraine Frye
Principal Designer at Lorraine Frye Design

January 9, 2017, Lorraine was a client of Robbi's

I cannot recommend Robbi highly enough - I am 100% happy with the results of my new site. Her methodology was perfect for me. She is technically and creatively talented as well as being a perfectionist. THANK YOU ROBBII!



Bonnie H. Reiner
Building Business Value through People; Strategic Leadership & Team Development Expert & Advisor

January 9, 2016, Bonnie H. was a client of Robbi's

I hired Robbi in 2015 to do a complete redesign my website and logo, and I couldn't be happier with the results. Robbi is a true professional, who is passionate, persistent, talented, and a pleasure to work with. She will collaborate with you to learn about your organization and make sure that ... [See more](#)