



Bob Rios Visual Strategist Creative Designer
 608 S. 7th Street Lebanon, PA 17042 Phone: 717.272.5140 AOL IM: bobwrios Bob@bobrios.com www.bobrios.com

WORK EXPERIENCE

Visual Strategist	IBRIO - D2 Media	Harrisburg, PA	2002-2003
Application Sales Consultant	Expanets eSolutions	Lancaster, PA	1998-2002
Creative Director	AMP, Inc. (AMPeMerce)	Harrisburg, PA	1996-1998
Art Director	Praxis Technologies	Woodbury, NJ	1994-1996
Ad-Graphic Designer	Fun-Time International	Philadelphia, PA	1993-1994

THE 10 MOST VALUABLE THINGS I DO

Illustrator

1. Work closely with external/internal clients to produce innovative, engaging, targeted, scaleable, and efficient visual and conceptual strategies and designs aimed at solving specific business problems.

Photoshop

2. Manage and direct teams developing solutions using technology with a user centered approach to interface design and content.

GoLive

3. Provide creative and art direction to teams and set project time lines.

Acrobat

4. Troubleshoot and resolve complex design issues while focusing on future contributions to internal growing base of expertise.

PageMaker

5. Drive business through developing comprehensive pre-sales quotes, designs, and mockups.

Audition

6. Lead team of designers and programmers through all phases of web site development, design, and functionality.

CorelDRAW

7. Create corporate identities and design solutions for electronic commerce, print materials and interactive sales tools.

Painter

8. Manage creative production teams developing multimedia programs, brochures, ads, posters, trade show displays and children's books.

QuarkXPress

9. Schedule jobs, conduct time and cost management, and coordinate prepress production with printers, vendors, and stock photo sources.

PANORAMA

10. Develop POP products, trade show displays and create art work and advertisements.

Freehand

SELECTED ACCOMPLISHMENTS

Flash

Author of "10 Questions Every Web Designer Should ask their Clients" - designer.com
 A nuts-and-bolts how-to on building effective, client-centric multimedia.

Dreamweaver

Guest Speaker - Harrisburg Area Community College - Design Program

Director

Led Colloquium on creativity, idea generation, the thumbnail process, and group brainstorming.

Word

Guest Speaker - Drexel University - Publications Program

Presented ideas on how the web and traditional mediums can complement each other.

Access

Case Study - Corel Corporation - CorelDRAW, CorelPhotoPaint

Excel

Provided a review of Corel's new line of software products including CorelDRAW and CorelPhotoPaint. Outlined the benefits for both print and interactive and provided an analysis of the competition.

PowerPoint

Author of "Web Site Development 101- Guidelines to follow before Building a Website" - Web & Multimedia Magazine

Project

An introduction to organizing content for the web around human factors and usability constraints.

Visio

EDUCATION / TRAINING

MIT	Information Architect	Boston, MA	July '98
Art Institute of Philadelphia	Associate Degree in Specialized Technology	Philadelphia, PA	June '91
Northern Virginia College	Major: Fine Arts	Annandale, VA	May '88

CLUBS / ASSOCIATIONS

Lebanon Valley Chamber of Commerce
 Lebanon Networkers Group
 Ad Club of Central PA
 Design Management Institute