

ROBERT GOURLEY

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OBJECTIVE

A creative lead position where my skills in interactive concepting and team management will contribute to building outstanding, successful online experiences.

QUALIFICATIONS

Interactive creative with eleven years of building online experiences for some of the world's most recognized brands. Expert in concept and strategy development for large interactive advertising campaigns. Proven ability to motivate and inspire creative teams to deliver superb creative work under tight deadlines. Creative Work featured in *ID*, *Design Forum*, *Communication Arts*, *New Media Magazine* and *Frog: Form Follows Emotion* by Watson-Guptill.

EXPERIENCE

Young and Rubicam / Wunderman

Interactive Creative Director

- As Creative Director, led all creative development for Young & Rubicam and Wunderman clients, including Microsoft, AMD, Sunkist & Chevron
 - Grew interactive group from three employees to a fully-staffed department with billings of over \$2.4 million per year
 - Managed and mentored a diverse creative department of art directors, flash designers, copywriters, production artists and freelancers
 - Responsible for presentation of strategy and creative concepts to all clients
 - Despite a small budget, developed the most successful online campaign in AMD's history, directly driving sales and growing partner relationships
 - Created online campaign for Cadence Design Systems that exceeded a 2.6% average CTR, with customers spending an average of 12 minutes interacting with the brand
 - Developed rich media advertising for Chevron, which became so successful that the campaign was extended indefinitely and set as a model for future efforts
 - Led interactive concept and strategy on agency pitch efforts, including major client wins of AMD and Wal-Mart totaling millions of dollars of revenue for the agency
- Clients: 7up, AMD, Microsoft, Hitachi, Dr Pepper, Chevron, Polycom, Foster Farms, Wal-Mart, NCAA

Yahoo!

Art Director

- Developed full brand identity for Yahoo! Small Business launch, including the e-commerce website, a major profit center for Yahoo!, Inc
 - Created the Yahoo! Small Business Welcome Kit, which was delivered to all customers
 - Managed outside vendors for large print, online and photography projects totaling millions of dollars
 - Praised by client for exceptional online advertising campaigns that drove sales and exceeded business expectations across the Yahoo! network
 - Won annual "Purple Cow" Award for innovative marketing for the successful launch of the Yahoo! Small Business brand
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EXPERIENCE CON'T

Kirshenbaum Bond and Partners West

Interactive Design Director

- Provided creative direction and creative team management for a sixty-person, integrated advertising agency
 - Lead creative concepting and creative review for online advertising, website development, rich media and cd-rom creation
 - Recruited creative talent, supervised outside creative resources
 - Presented strategic thinking and creative work for client review
 - Researched and developed new business efforts in partnership with General Manager
- Clients: PeopleSoft, Cisco Systems, Metricom inc., VolunteerMatch, Netscape, Wine.com

Flaregun

Founder, Creative Director

- Grew a freelance operation to a successful creative development agency, with over \$2 million yearly billings
- Provided creative vision and art direction for the development of online experiences
- Awarded a Webby Award for outstanding work on Outside Magazine's online presence
- Guided new business development efforts and set company strategy
- Recruited and mentored creative talent

Clients: EA Sports, Outside Magazine, Passporta.com, Hewlett-Packard, Spin Magazine, First Union Bank, Mauk design.

Frog Design

Senior Art Director

- Lead designer for the creative development of large online and e-commerce projects
- Developed user interface specifications, site architecture diagrams and conducted user experience audits
- Developed interactive strategy documents to guide design process and ensure alignment between client and agency

Clients: Micron Computer, LA Times, More.com, Greentree, SF Moma

Apple Computer

Art Director

- Hired with Steve Jobs' return to lead web team for a major redesign of Apple.com
- Solely responsible for developing new look across all Apple.com business units, ensuring consistent brand experience for the customer
- Online launch was a outstanding success, helping to extend Apple's brand online and gaining significant media attention & awards
- Recruited and Managed production artists, copywriters and technical developers for the daily upkeep and growth of the site

AFFILIATIONS

Member AIGA

Member Interaction Design Group

Member Association Typographique Internationale
