

Senior Graphic Designer

Robert (Rob) Riffe
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Senior Graphic Designer with over 10 years of experience translating high-level concepts into impactful visual solutions for major organizations. Proven expertise in brand identity, responsive web design, and digital and print marketing collateral. Skilled at leveraging design to drive business results and customer engagement.

Portfolio: www.robriffe.com

Website Links:

Provided wireframes, HTML prototypes, style guides, logos or other graphic elements

[NFL Concussion Settlement](#)

[Fire Victim Trust](#)

[Corn Seed Settlement](#)

[Lad-Saf Settlement](#)

[MDL Centrality](#)

Skills

- Design & Branding: Color Theory, Typography, Print and Digital Design, Wire Frames, UI/UX, and Style Guides
- Marketing Collateral: Direct Mail, Email Campaigns, Social Media Ads, Banner Ads, Point-of-Purchase Materials and Package Design
- Software and Coding Skills: Web Design (HTML, CSS, Responsive Design Frameworks, Adobe Creative Suite (Photoshop, Illustrator, InDesign...), FIGMA

Work History

Senior Graphic Designer — BrownGreer PLC, Richmond VA

- Spearheaded the design, production and user experience for the NFL Concussion Settlement and many other settlement websites which facilitate the processing of millions of claims and billions in payments.
- Developed comprehensive style guides, branding, including logos, custom graphics, for direct mail and email notifications, banner ads and social media ads.
- Led the full branding and website design with new logo and colors for MDL Centrality — a groundbreaking legal product, which streamlines claims processing and information sharing for a national user base.

Freelance Art Director — Rob Riffe Design, Richmond VA

- Directed and executed design projects for diverse clients, including the City of Richmond Disaster Relief Fund, VCU, Duck Head, and the American Red Cross.
- Created high-impact marketing materials for the Richmond Jazz Festival, including posters, signage, and print ads, to build public awareness and engagement.
- Produced a 4-color brochure for Duck Head and a wide range of print collateral for Charles Schwarzschild Jewelers, including calendars and mailers.

Senior Art Director — Capital One, Richmond VA

- Conceptualized, designed and produced direct mail campaigns for retail banking products that contributed to increasing deposits by over \$20 billion.
- Designed Money Market ads for Costco Connection Magazine, resulting in 39,000 new accounts and generating over \$3 billion in deposits.
- Created a series of six direct mail campaigns for Installment Loans, achieving an impressive 61% increase in response for one piece and a 12% overall lift for the group.
- Developed a nationally recognized ad for the Capital One Image Card, earning a national bank marketing award.

Senior Art Director — Hamilton Beach, Richmond, VA

- Created branded packaging solutions, product literature and point-of-purchase materials for Hamilton Beach, Proctor-Silex and True Air brands which played a key role in securing product placements at Walmart and other large retailers.

Education

- Virginia Commonwealth University, Richmond VA
Communication Art & Design
- Northern Virginia Community College, Alexandria VA
Associate in Applied Science