



# ROBERT POTACZALA

## CREATIVE DESIGNER

I am a highly creative and multi-talented individual with over 10 years experience in design, marketing, corporate event management, corporate sponsorships, multimedia planning, and developing engaging customer programs. I am an avid, life-long learner and a big fan of team-collaborating, brand management, user experiences, and drinking lots of coffee.

### CONTACT



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www.robpot.com



Last Name Pronunciation: Pot-ah-zel-uh

### SKILLS

Photoshop	● ● ● ● ●
AfterEffects	● ● ● ● ●
InDesign	● ● ● ● ●
Illustrator	● ● ● ● ●
3DS Max	● ● ● ● ●
HTML5	● ● ● ● ●
CSS	● ● ● ● ●
Print Layout	● ● ● ● ●
Photography/ Editing	● ● ● ● ●
Digital Marketing	● ● ● ● ●
Project Management	● ● ● ● ●
SEO/ Analytics	● ● ● ● ●

### KEY ABILITIES



Creative Design | Branding | Project Management  
Video Editing | Photography | Social Media Marketing  
2D and 3D Animation | Photo Editing | Photography  
Corporate Communications | Presentation Support

### EXPERIENCE

<b>UPS Airlines</b> <i>Senior Graphic Designer</i>	Louisville, KY July 2017 – Present
<b>Discount Labels</b> <i>Senior Graphic Designer</i>	New Albany, IN October 2016 – July 2017
<b>WDRB-TV FOX41</b> <i>Graphic Designer/Motion Designer</i>	Louisville, KY May 2006 – February 2017
<b>Donan Engineering</b> <i>Creative Design Coordinator</i>	Louisville, KY November 2015 – October 2016
<b>ISCO Industries, Inc.</b> <i>Marketing Designer</i>	Louisville, KY April 2013 – November 2015

### CAREER NOTE

CAREER CHANGES DUE TO SEVERAL FACTORS:  
No Room For Advancement | New Career Opportunities | Referral(s) By Friend | Apocalypse(s)

### EDUCATION

<b>ITT Technical Institute</b> <i>Associate Degree: Multimedia - GPA 3.94</i>	Louisville, KY Graduated in 2005
<b>Prosser School of Technology</b> <i>Certificate of Completion: Multimedia - GPA 3.73</i>	New Albany, IN Graduated in 2003



# ACHIEVEMENTS

## UPS Airlines

*Senior Graphic Designer*

- Coordinated with Boeing to create visually animated infographics to show the new aspects of UPS Airlines' new aircraft the 747-8F. This included meeting with various individuals at both companies to get specific manuals and diagrams for engines, cargo containers, and more.

## Discount Labels

*Senior Graphic Designer*

- I was contracted to oversee the marketing's art department. Tasked with helping them learn and achieve a higher quality look for their designs. This involved working not only with internal employees but also with external 3rd party vendors to schedule photography shoots of the entire product line, a Polish web firm to recode the back end of the website, and assist with a redesign of their external marketing materials/samples.

## WDRB-TV FOX41

*Graphic Designer/Motion Designer*

- In 2011, as part of a co-op WDRB-TV had with IREX.org, I was selected to represent the stations art department in the Georgian Media Partnership Program (GMPP). I traveled to the Tbilisi, Georgia, with the goal to consult with a local television station, Gurjaani TV, how we did local news, graphics, and animation.
- In 2007 the television station's programming went from SD to HD. This was a major change that required the creative team to overall all of the station's graphics packages for both FOX41 and MYTV. The experience gained from this has allowed for a greater understanding of how 720, 1080, 4k, and 8k screen resolutions interact with one another.

## Donan Engineering

*Creative Design Coordinator*

- Awarded a Readers' Choice award for an ad made for the July 2016 issue of Claims Magazine.
- The marketing team redesigned the Donan website and marketing materials to a new format. The website was required integration for Salesforce and Marketo. This was also the first step in launching their site for Donan University, which is their continuing education webinar site.

The implementation of Marketo for all of the departments marketing required much of the website coding in blogs, infographics, eBlasts to capture customer data and better engage with insurance companies.

## ISCO Industries, Inc.

*Marketing Designer*

- In 2014 the company planned to completely redesigned their product catalog. The scope of the project included the following:
  - Display both the English and Spanish languages simultaneously.
  - Show metric and imperial measurements simultaneously.
  - Incorporate both ASTM and ISO standards.
  - Create a US and International version, under 300-pages.

This project had many challenges to overcome, which required conversations from all of the directors for each product line around the world, and include difficult conversations with international suppliers. In the end, the project was a complete success. In the end the overall resulted in:

- Redesign the ISCO, Snap-Tite, and Highland brands and websites.
- New designs to match each line's new look, including business cards, manuals, line cards, brochures, and field reports.

# CONTACT



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# REFERENCES

**Mike  
Petrig**

**Creative Director**  
WDRB-TV  
502-585-0865

RELATIONSHIP:  
Former WRB Supervisor

**Jordan  
Emily**

**Marketing Specialist**  
LINAK U.S.  
812.972.1444

RELATIONSHIP:  
Former Co-Worker

**Shawn  
Cowan**

**Art Production Manager**  
DONAN Engineering  
502.558.4486

RELATIONSHIP:  
Former WDRB Co-Worker

**Wesley  
Merkamp**

**Web Developer**  
Global Cloud LTD  
937.733.7679

RELATIONSHIP:  
Former ISCO Co-Worker

**Kathleen  
Liddell**

**Marketing Coordinator**  
Granbury Association of  
Realtors  
817.219.6490

RELATIONSHIP:  
Freelance Client