



ROBERTA MORRIS

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CREATIVE & LEADERSHIP SKILLS

Brand Development | Brand Strategy
Brand Identity | Brand Guidelines
Branding | Product Design & Implementation
Product Strategy | Graphic Design

Creative Strategy | Design Solutions
Visual Design | Marketing Analysis
Data Analysis | Project Planning
Project Management

Logos | Typography | Collateral | Signage
Print, Email, Social Media Campaigns
Style Guides | Packaging | Photoshoots

User Centered Experience Design
Presentations | Publishing | Infographics
Content Development | Online Learning
Budgets | Team Building & Development
Collaboration | People & Project Management
Communication Skills | Client Presentation

DIGITAL & SOFTWARE SKILLS

Adobe Creative Cloud | Photoshop
InDesign | Illustrator | AfterEffects | Comps
Acrobat | Sketch | Figma | Canva | InVision
Apple Keynote | Microsoft 360 PowerPoint
G Suite | UI/UX | HTML | CSS | WordPress
MOBI | EPUB | Dropbox | Slack | Asana
Basecamp | Mural

CREATIVE DIRECTOR

Award-winning Creative Director with 20+ years of experience managing 6-figure budgets, directing 20+ member teams, and contributing to \$34M+ in sales.

SELECT BRANDS & CLIENTS

Alameda Health Systems, AssetMark, Cadbury/7UP, Career Girls, Chevron, College Track, Dallas Museum of Art, Galleria, Gap/Old Navy, Grupo Modelo, The Integer Group (Omnicom), Irving Arts Center, Jose Cuervo, Latitude (Richard's Group), Lawrence Berkeley Lab, Lob, Marcus&Millichap, McCann-Erickson, McDonalds, Mission Minded, Ogilvy&Mather, Pottery Barn, Rolling Rock, Safeway.com, San Francisco Historical Society, 7-Eleven, Inc., Texas Instruments, Thanx, Toni&Guy, and Viacom

PROFESSIONAL EXPERIENCE

Center for the Collaborative Classroom, Alameda, CA (2004–present)

Creative Director (2019–present)

- Own the design vision for 3 modular products comprising Collaborative Literacy, an award-winning flagship product. Lead the ideation, brand, and product design strategy and implementation, contributing to \$34M in sales and reaching over 8M teachers and students nationwide.
- Drive the conceptual development and execution of innovative and strategic brand identity for all marks, campaigns, and products, ensuring that all materials and print and digital products align with the org's goals.
- Translate marketing objectives into clear, branded design through multi-channel marketing efforts such as monthly digital campaigns that result in increased website traffic of 54% over last year, and email open rates on average of 30%.
- Lead launch meetings, write creative briefs, and present to key stakeholders (C-level). Incorporate feedback and ensure ongoing "buy-in," delivering projects ahead of schedule at least 75%, and on or under budget nearly 100% of the time.
- Direct and mentor teams of up to 6 designers and 20 illustrators, manage 6-figure budgets, and negotiate reduced fees for nonprofit status.

Art Director (2007–2018)

- Spearheaded analysis and upgrade of 9 product lines across 3 brands within 7 years, producing an overall product roadmap and design strategy.
- Executed 3 new organizational identities within 2- to 3-month timelines, redefining all marks and business collateral.

Senior Designer (2004 – 2006)

- Hired as a brand strategist to redesign all marketing materials within 12 months, resulting in brand cohesion and increased market visibility.
- Sourced and directed 4 new photographers, upgrading the quality of photography and negotiating lower rates by at least 20–30%.
- Collaborated with cross-functional teams to implement new processes, workflows, and timely project completion, resulting in close cooperation and efficiencies.