

# Art Director/Graphic Designer

Robert (Rob) Riffe  
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Translates concepts into impactful visual solutions for major organizations.

**Portfolio:** [www.robrippedesign.com](http://www.robrippedesign.com)

## Skills

- Graphic Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Branding and Collateral, Direct Mail, Email, Social Media Ads, Banner Ads
- Responsive Web Design, HTML5, CSS, Figma

## Work History

**Freelance Design — Rob Riffe Design, Richmond VA 2023 – Present**

- Design and consulting work

**Senior Graphic Designer — BrownGreer PLC, Richmond VA 2013 – 2023**

- Designed [NFL Concussion Settlement](#) and many other settlement website
- Designed style guides, logos, custom graphics, direct mail, email campaigns, banner ads and social media ads.
- Designed 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 2010 – 2013**

- Designed projects for diverse clients, including the City of Richmond Disaster Relief Fund, VCU, Duck Head clothing brand, and the American Red Cross.
- Created posters, signage, and print ads for the Richmond Jazz Festival.
- Designed and produced annual holiday calendars and mailers for Charles Schwarzschild Jewelers.

**Senior Art Director — Capital One, Richmond VA 2005 – 2010**

- Designed direct mail campaigns for retail banking which increased deposits by over \$20 billion.

- Designed Costco Money Market ads resulting in 39,000 new accounts and generating over \$3 billion in deposits.
- Designed six direct mail campaign resulting in a 61% increase in response for one piece and a 12% for the group.
- Designed a nationally recognized ad for the Capital One Image Card, earning a national bank marketing award.

## **Education**

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