

HELLO!
I'M ROBIN KRUPNICK
& THIS IS MY RESUME.

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NOV 2021 — PRESENT

OLIVER AGENCY
SENIOR DESIGNER FOR PERNOD RICARD

WHAT I DID

OVERSEEING 15+ BRANDS ACROSS WINE & SPIRITS PORTFOLIO, LEADING CONCEPT MEETINGS WITH BRAND STAKEHOLDERS, MANAGING AND REVIEWING WORK FOR JUNIOR AND PRODUCTION DESIGNERS, HELPED EXPAND TEAM INTERNATIONALLY, ALL WHILE BUILDING NET-NEW CREATIVE ACROSS ALL BRAND TOUCHPOINTS.

WHAT I MADE

- CONCEPT DECKS FOR PRODUCTIONS AND PHOTOSHOOTS
- E-COMMERCE PHOTOGRAPHY & LIFESTYLE SHOOTS
- KEY VISUALS FOR DIGITAL, PRINT, SOCIAL, OUT OF HOME
- PARTNERSHIPS WITH MAJOR NATIONAL BRANDS (WICKED (MOVIE NOT PLAY), OCEAN SPRAY, NFL, NBA, ETC)
- LED CONTENT CAPTURE FROM CONCEPT, INTO PRE PRODUCTION, ON-SET SHOOTING, AND POST PRODUCTION
- WORKED WITH RETOUCHERS IN POST FOR FINAL OUTPUT

JULY 2021 — PRESENT

EDITH'S SANDWICH COUNTER
FREELANCE DESIGN & ART DIRECTION

WHAT I DID

AFTER FALLING IN LOVE WITH THE SANDWICHES AT EDITH'S IN 2020, I REACHED OUT AND DEVELOPED A RELATIONSHIP WITH THE SHOP'S OWNER / FOUNDER. I BEGAN HELPING OUT WITH ONE-OFF PRINT REQUESTS, AND WOUND UP DESIGNING MERCH, MENUS, AND MUCH MORE, EVENTUALLY HELPING THEM BUILD OUT A CONSISTANT ID FOR THE BRAND.

WHAT I MADE

- FLEXIBLE BRAND IDENTITY REFERENCING OLD-SCHOOL NY DELI COUNTERS WITH A MODERN TWIST
- UNIQUE CREATIVE FOR LIMITED EDITION ITEMS
- CUSTOMER & STAFF MERCHANDISE
- IN STORE MATERIALS
 - TO GO BAGS
 - SANDWICH STICKERS
 - REWARDS PUNCH CARDS
- NEW STORE OPENING MATERIALS
 - TEMPORARY / PERMANENT SIGNAGE
 - PERMITS DECK (DOB & NY LANDMARKS)

MAY 2019 — JULY 2021

WEST ELM
DIGITAL DESIGNER

WHAT I DID

ROSE THROUGH THE RANKS FROM PRODUCTION TO DIGITAL DESIGN, AND WAS ELEVATED TO THE ESTEEMED POSITION OF EMAIL LEAD. WHAT DID THIS MEAN? EMAILS. LOTS AND LOTS OF EMAILS. BETWEEN THE EMAILS, I ALSO GOT TO WORK ON A WEBSITE REDESIGN AND GET ON SET FOR SOCIAL CONTENT CAPTURE.

WHAT I MADE

- EMAILS
- A COHESIVE VISUAL LANGUAGE FOR WEBSITE REDESIGN
- ABOUT A BILLION DIFFERENT E-COMMERCE E-MAILS
- SOCIAL-FIRST VIDEO CUTS & MOTION ASSETS
- INFLUENCER STORY PAGES FOR BRAND PARTNERSHIPS
- SHADOWED ART DIRECTORS FOR ON-SET EXPERIENCE
- EMAILS

SEPT 2018-MAY 2019

DOLCE VITA
JUNIOR DESIGNER

WHAT I DID

HELPED OUT WITH A LITTLE BIT OF EVERYTHING DESIGN AT THIS STEVE MADDEN SPIN-OFF. MY BIG PROJECT WAS HELPING THE CREATIVE DIRECTOR EXECUTE THE LES/NYC-CENTRIC 2019 'URBAN TERRITORY' CAMPAIGN.

WHAT I MADE

- ENVIRONMENTAL GRAPHICS FOR EVENTS
- PROMOTIONAL MATERIALS (DIGITAL + PRINT INVITES, 'THANK YOU' LETTERS, GIFT NOTES TO INFLUENCERS)
- PRINT COLLATERAL FOR ALL BRANDED EVENTS
- SEASONAL LOOKBOOKS AND SELL SHEETS
- ASSISTED ON SOCIAL PHOTOSHOOTS

EDUCATION

MICA

MARYLAND INSTITUTE COLLEGE OF ART
BFA CUM LAUDE
GRAPHIC DESIGN
& ART HISTORY

DIGITAL
SKILLS

PHOTOSHOP
ILLUSTRATOR
INDESIGN
AFTER EFFECTS

ANALOG
SKILLS

SKETCHING
HAND LETTERING
ILLUSTRATION
COMMUNICATION

LOVES

TECHNO
BAKING BREAD
RESTAURANTS
LONG DOGS
THE COLOR PINK