

ROBERTO TY ▶ Strategic creative thinker. Former mathlete. Never turns down a protractor, but knows when to break the ruler. Still loves pencils.



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DESIGN HISTORY

2011 – 2021

Futuramic

Creative Director

- Designed an app for **Cannondale's** first bicycle sensor to track real-time rider activity and health data. Primary goal: create easy-to-understand screens for sensor pairing and onboarding riders from beginners to pros.
- Created the user interface for **Ford's** MoDe:Link app, a smart mobility solution to deploy e-bikes as a supplemental transportation solution for commuters and commercial services in high-traffic areas. Worked with multiple teams and stakeholders to present at Mobile World Congress, generating great press coverage.
- Worked with **Ford, IBM, and Tome Software** teams to design an app that screened Ford employees for COVID-19. The app was developed as a proof-of-concept of IBM's blockchain technology to pass health data securely and privately. The project won further development from stakeholders.

2009 – 2011

BANG! Creative

Art Director

- Developed a successful brand campaign for **Kasson Keller**, a national window manufacturer. Result: 29% sales increase of eco-friendly windows.
- Brand development for **Quantum**, a siding company. Positioned its product to be recognized nationally as "*The First To Last.*" Product brochure and logo received a gold and silver award from the American Advertising Federation (AAF).

2006 – 2009

Publicom, Inc.

Senior Art Director

- Redesigned Publicom's identity, winning a gold AAF award.
- Developed brand systems and ad campaigns for health care clients **Doctors Medical Center** (Modesto, California) and **Ingham Regional Medical Center** (Lansing, Michigan). The designs have been honored by the National Health Care Awards and the AAF.
- Actively engaged in the direction and brand development of the **Mid-Michigan Creative Alliance** (formerly the Lansing Ad Club), leading to a board nomination.



EDUCATION

Currently Enrolled **Master of Science (Human Computer Interaction)**
DePaul University, Chicago, Illinois

Currently Enrolled **Google UX Design Professional Certificate**
Google, Coursera

2020 **User Experience Design Course**
General Assembly

1989 – 1993 **Bachelor Of Fine Arts (Graphic Design & Painting)**
The University Of Michigan, Ann Arbor, Michigan
Graduated Cum Laude
Richard Wilt Memorial Fund Award Recipient for Painting
Dean's List
Honors Merit Award for Graphic Design

HONORS

American Advertising Federation (AAF) – Advertising Awards
29 AAF Awards, including a best-of-show.
Full list available upon request.

PROFESSIONAL ASSOCIATIONS

American Institute of Graphic Arts Member

SKILLS

Expert

Adobe Creative Suite
Figma
Google Suite
Keynote
Microsoft Office
Sketch
Zeplin

Knowledgeable

Adobe XD
HTML / CSS
UX / UI
WordPress

REFERENCES

A list of references are available upon request.