



# MEREDITH GRAY ROBSON

ART DIRECTOR + ARTIST

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MEREDITHGRAYROBSON.COM

## EDUCATION

**The Art Institute of Pittsburgh**  
Bachelor of Science Degree | 2012  
Graphic Design

## SOFTWARE

Mac and PC

Adobe Illustrator, InDesign,  
Photoshop & Acrobat

Microsoft Word, Power Point & Excel

Keynote

Squarespace

## SKILLS

Art Direction

Concept Development

Graphic Design (Print & Digital)

Illustration

Logo Design

Brand Identity

Package Design

Storyboarding

Shoot Prep, Coordination and  
Assistance (Film & Photography)

Client Service

## AWARD

**The Art Institute of Pittsburgh**  
Scholarship Competition Winner | 2008  
Short Film *The Nightmare Key*

## ABOUT

As an experienced “art first” Art Director, I do creative work in TV, video, print and digital media, as well as, original illustration and fine art. While keeping in mind that every project requires a different visual style and tone of voice, I enjoy exploring many approaches and striking the right note.

## WORK EXPERIENCE

### Executive Art Director

Yellow Submarine Marketing Communications, Inc. | 2021 - 2022

Responsibilities:

- Art direction, concept development, design and production of creative assets for TV, video, print and digital media.
- Leading a team of designers to ensure design quality and consistency.
- Shoot prep, coordination and editorial assistance for film and photography.
- Creative presentations and client service.

National Clients:

PPG Paints, Glidden Paint, Olympic Stains, University of Pittsburgh Medical Center “UPMC”, Daikin Manufacturing Company, Amana Heating & Air Conditioning, Goodman Air Conditioning & Heating, Gateway Health, Andy’s Frozen Custard, Six Flags, Framesi Professional and Fairway Markets.

Local Clients:

Greek Gourmet, Sarris Candies, Atria’s, Juniper Grill, Coffee Tree Roasters, MCM Consulting Group, Kenny Ross Automotive Group and Humane Animal Rescue.

### Senior Art Director

Yellow Submarine Marketing Communications, Inc. | 2016 - 2021

Responsibilities:

- Art direction, concept development, design and production.
- Design and production of agency brand materials and collateral.
- Shoot prep, coordination and editorial assistance for film and photography.
- Creative presentations and client service.

### Art Director

Yellow Submarine Marketing Communications, Inc. | 2012 - 2016

Responsibilities:

- Art direction, design and production of creative assets.
- Storyboards, concept boards and shoot assistance.
- Creative presentations.