

ROB MCFARLAND

Call or Text: 425-894-8814

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CAREER SUMMARY

Creative Director | Design Team Manager | Brand Manager

Creative innovator, collaborator, and problem solver with extensive experience across all aspects of advertising, marketing and branding. From complex print production to dynamic content-optimized digital advertising—and everything in between. Creative team leader with big-picture vision, tactful but direct critiques, and persuasive communication skills. Mentor and partner to designers, copywriters, and developers with a passion for growing creative talent and fostering an environment of respect, innovation, and success.

SKILLS & AREAS OF EXPERTISE

**Creative Direction • Strategic Thinking • Creative Team Management • Innovation
Web Design • Digital Advertising • Video Production • Print Production • Adobe Creative Suite
Experience/Environmental Design • Photography • Graphic Design • Art Direction
Marketing • 3D/Package Design • Social Media • User Experience & Interface (UX/UI)
Keynote • Figma • Sketch • CSS • HTML5 • AR/VR • AI & Machine Learning • Microsoft Office**

WORK HISTORY

Creative Director & Design Team Manager | Ansira (formerly Sincro, CDK Global, and ADP)
Seattle, Washington | November 2014 – Present

Advertising, Marketing, and Website Agency with Focus in the Automotive Industry.

- Creative Director and Manager for a team of 11 designers creating digital advertising and custom landing pages. Working with nearly all automotive brands to design and build their custom ‘Master Websites,’ which are the parents (or dynamic templates) to more than 6,000 individual automotive dealer websites—driving more than \$6 billion in annual sales. Collaborating with our Product Team to refine and improve the UX/UI, add features, increase automation, and expand design options.
- Developed a system for prioritizing and managing 500+ monthly creative cases, based on client value, project difficulty, and urgency, which helped streamline workflow and grow our ‘PowerBrand’ online advertising product by \$2.2 million dollars—a 186% increase—in just one year.
- Traveled to India to train a new team of web designers on our platform so they could provide design support, which greatly extended our daily working hours for faster turnaround times.
- Won our internal IDEA-A-THON competition pitching a proprietary concept for personalizing websites dynamically—which will be a game-changer for our clients and for web design in general.

Creative Director & Design Team Manager | Collective, Design Studio
Bellevue, Washington | May 2011 – October 2014

Online Media & Advertising Agency Specializing in Expanding, Interactive Ads.

- Creative Director for a team of 21 designers & developers across three countries, as well as regular collaborator with our London and New York offices. Worked directly with our Fortune 500-clients and project managers to develop the creative briefs for online advertising projects based on key performance metrics, available assets, ad formats, publishing options, and the latest web technologies.
- Worked with Hearst Publishing to develop several new custom ad formats for them to sell to their clients, making us their compulsory creative shop for those new ad types.
- Developed complex DCO (Dynamic Content-Optimized) ad solutions where feature products are delivered to consumers based on their interest for major accounts like Best Buy, Hilton Hotels, and Microsoft.
- Using our existing software, created a more efficient project workflow, helping to coordinate the efforts of sales, design, development, and trafficking teams, which improved prioritization, dramatically cut down communication errors, and virtually eliminated duplication of effort.

Associate Creative Director & Brand Manager | Station Casino Group

Las Vegas, Nevada | November 2008 – April 2011

In-House Advertising & Marketing Team for 20 Station Casino Properties.

- Developed, maintained, and evolved the branding for 11 of the 20 properties in the Station Casinos group, as well as the corporate brand. Co-managed a team of eight designers with my partner ACD, sharing resources as needed to meet our shop's high-volume deadlines.
- Branded a new consumer rewards program including monthly television, print & digital ads, banners, and other collateral, across 18 properties, earning a 16% increase in market share, plus improved customer loyalty ratings.
- Collaborated with a local woodworker to create a unique and elegant in-suite directory with brochures that stand upright in a wooden base and are closed with a matchbook-style cover. A more sophisticated solution than the previous binder format, and cheaper to replace.
- Built a digital organizational structure and naming convention to manage the assets for our 20 highly-active and diverse casino brands, which improved efficiency, reduced lost files, and helped prevent the use of outdated assets—seriously, the main corporate logo was called "Red-3."

Creative Director & Design Team Manager | The Venetian Resort-Hotel-Casino

Las Vegas, Nevada | December 2002 – May 2008

In-House Advertising & Marketing Team for a Group of 3 Major Las Vegas Strip Hotels & Casinos.

- Grew a small department of just three people into a 12-person, award-winning, creative team—and brought back formerly outsourced agency work. Responsibilities included oversight of all creative associated with The Venetian, Venezia, and Palazzo brands, plus work for Las Vegas Sands Expo Center, and the Guggenheim-Hermitage Museum located just off our lobby.
- Creative Direction for the launch of our new sister property, The Palazzo Resort~Hotel~Casino. From trash can liners to a \$1 million-dollar production budget television commercial.
- Launched multiple exhibit openings (usually every six months) for the Guggenheim-Hermitage Museum, featuring advertising, collateral, environmental, and large-format installations.
- Developed direct mail "Façades" (fully designed print projects—just add details) for our high-budget, short-turnaround printed casino invitations to combat lack of design time for our most important clients.

EDUCATION

Art Institute of Seattle | Seattle, Washington | Bachelor of Arts Degree

- *Visual Communications* – with focus on Advertising, Branding, Graphic Design, & Marketing

School of Visual Concepts | Seattle, Washington | Continuing Education

- *Advertising* – with Jim Copacino
- *Advertising with Two Brains* – (Design+Writing) with Larry Asher & Jim Copacino
- *Design Thinking* – with Bobby Hughes
- *Intro to Virtual Reality, Augmented Reality, and Mixed Reality* – various
- *Poster Design* – with Art Chantry

AWARDS

Best in Show | Las Vegas Addy Awards

- Won top honors, as well as many other awards during my tenure at The Venetian.

Best in Show | International LCA Awards | "Creativity on a Budget"

- Was honored to travel to Toronto to attend the awards ceremony.

1st & 2nd Place | IDEA-A-THON (in-House Innovation Competition)

- Was recognized as "Top Vote Earner" in two of the three categories among all employee voting.

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