



wendi mcminn robinson

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Detail driven Art Director with exceptional collaborative and interpersonal skills. Passionate creator of innovative marketing/branding strategies and campaigns with diverse 25+ years experience in marketing, advertising, and visual design.

Education Winthrop University, BFA Graphic Design, 1994

Skills Proficient on Mac OS X
Proficient in Adobe Indesign, Illustrator, Photoshop, Keynote, Powerpoint
Impeccable experience in print production and prepress

Portfolio/website wendicreative.com

Awards Original tradeshow booth design, Skyline 2017 and President's Pick winner, ScanSource, Inc. 2021

Professional Experience

wendi creative
Owner,
2012 - present
Managing all aspects of design business

ScanSource, Inc.
Senior Art Director
1999 - present
Assisting in corporate rebranding for all business units, designing all print collateral, brand guidelines and other projects to help strengthen brand identity

Managing multiple project simultaneously

Mentoring junior designers

Creating printed marketing materials from conception to completion: brand development, promotion development, collateral, ads, tradeshow graphics and booths, promotional kits, direct mail, infographics, magazines, promotional guides, annual reports, packaging and catalogs

Concept and design for 300+ international companies, some of which include: Aruba Networks, Avaya, Axis Communications, Barco, Cisco, Epson, Elo Touchscreens, Extreme Networks, Honeywell, Mitel, Motorola Solutions, NCR, Ruckus Wireless, Plantronics, Poly, Samsung, Sony, and Zebra Technologies

Designing complex and compelling keynote presentations for marketing pitches as well as high level executive conference presentations

Concept and art direction of photo shoots with product(s), individuals, and large groups

Liaison with multiple outside partners and vendors as well as effective and efficient management of all phases of pre-post print production

Creating and organizing digital filing system for both active and archived corporate projects across six business units, plus all vendors. This also included maintaining 500+ vendor and customer logos

Henderson Advertising
Graphic Designer
1995-1999
Assisted art directors on daily tasks

Designed logos, brochures, training guides, spec sheets, ads, and direct mail

Created new business campaigns and hand-made presentation books for proposals

Clients: Gliffs at Glassy, Clopay Doors, Michelin, Peerless Faucets, Pioneer, RYOBI, and SouthTrust Bank

Belk Simpson
Graphic Designer
1994-1995
Designed ads for newspapers, brochures, signage and direct mail
Selected talent and directed individual and group photo shoots

References Available upon request