

Rob McGarr

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Work experience

UBM, UBM Medica division

Art Director, 2015–Present

Provide editorial art direction for *Medical Economics* and *Managed Healthcare Executive* magazines.

- Design conceptual covers and interior pages within the visual tone of the brand.
- Create innovative content solutions to define the brand and more deeply and engage readers.
- Manage supporting off-shore designer in India.
- Wrote and led a presentation to editors promoting the value of editorial design.

Advanstar Communications, Healthcare Group

Art Director, 2010–2015

Provided leadership for the Healthcare Group's 12 print brands and editorial art direction for brands listed.

Healthcare Group:

- Manage three direct reports.
- Conduct creative reviews of short-term and long-term projects.
- Provide leadership at cover meetings for each brand where visual solutions are developed.
- Serve as a brand steward ensuring that ancillary creative works are in compliance with best practice standards.

Medical Economics, Managed Healthcare Executive, Ophthalmology Times, Optometry Times, Healthcare Traveler magazines:

- Project management and creative oversight of publication redesigns: *Ophthalmology Times* (2013), *Medical Economics* (2013), Digital relaunch of *Locum Life* (2012),
- Long-term creative planning and development.
- Form art plans, initiate assignments and guide them to completion within budget.
- Design cover and feature pages, contributing to all other pages as needed.

Advanstar Communications, Special Project/Custom Media Group

Art Director, 2009–2010

This group was a small internal agency within the larger Healthcare Group.

All work was client-centered and regulated by the federal prescription drug industry (OPDP).

- Art directed projects as part of a small team that include print supplements and inserts, web seminars, flash-based presentations, web sites, podcasts, audio and video cards, events, medical education. Advised on outsourced work.
- Executed the promotion of all the primary media (above) through journal ads, eblasts, web banners on ModernMedicine.com.
- Co-designed the update of eNewsletter templates for all 12 Healthcare Group brands.
- Co-designed the 2010 and 2011 media kits for the entire 14-brand Healthcare Group. The early release and my suggested improvements of the 2011 media kits gave our company a distinct business advantage over our competitors.

Skills

Adobe Creative Suite
Editorial workflow systems
Project management systems
Microsoft Office software
HTML/CSS
Project management
Vendor relations
Color correction
Image manipulation
Conceptual and strategic designer

Education

Kent State University 1991 - 1994
BFA, Studio Art, painting

Art Institute of Pittsburgh 1988 - 1991
Associates Degree, Visual Communication

Advanstar Communications, *Medical Economics* magazine

Art Director, 2008–2009

- Commissioned custom photography from across the US with an annual budget.
- Coordinated and managed the work of a supporting graphic designer.
- As Life Science Group redesign creative lead I redesigned *Medical Economics* (2008), *Drug Topics* (2009), *Contemporary OB/GYN* (2009), *Contemporary Pediatrics* (2009).

Great Lakes Publishing, *Ohio Magazine*, *Long Weekends* magazine, *Cincy Magazine*

Art Director, 2002–2008

- Managed two junior Art Directors.
- Produced the then four highest-performing *Ohio Magazine* covers. Newsstand sell-through rates: 48-66%; product average: 38%.
- Redesigned *Ohio Magazine* (2006).
- Attracted new custom publishing business with my creative work.
- Participated as part of a new business team with creative development and pitch efforts.