

Rob McGarr

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Work experience

UBM, UBM Medica division

Design Director, 2018–Present

- Oversee design management of all brands in the UBM Medica portfolio.
- Lead a creative team of 3 publication designers.
- Serve as the primary design contact for all vendors, including those in India.
- Collaborate with others to create design goals and then direct efforts to meet them.
- Maintain and utilize knowledge of industry trends, competitive environment.
- Art direct *Medical Economics*, *Managed Healthcare Executive*, and *Drug Topics* magazines.
- Design conceptual covers and interior pages within the visual tone of the brand.
- Create innovative content solutions to deepen reader engagement.
- Design oversight of publication redesign: *Oncology* (2018)

UBM, UBM Medica division

Art Director, 2010–2018

- Provided editorial art direction for *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).
- Wrote and led a presentation to editors promoting the value of editorial design (2017).

Healthcare Group:

- I led a creative team of three designers from 2012-2015. Together we served 12 print brands with editorial art direction. Advanstar became UBM in 2015.
- Conducted 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 brand guidance and best practice standards.

Advanstar Communications, 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 that included print supplements, web seminars, websites, podcasts, events, medical education and specialty media. Advised on outsourced work.
- Executed the promotion of all the above through print ads, eblasts, and web banners.
- Co-designed the 2010 and 2011 media kits for the entire 14-brand Healthcare Group in a way that gave our company a distinct business advantage over our competitors.

Skills

Creative Leadership

Conceptual and strategic designer

Image manipulation

Project management

Vendor relations

Adobe Creative Cloud

Editorial workflow systems

Project management systems

Microsoft Office software

HTML/CSS

Color correction

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*

and *Ohio Magazine Custom Publishing*

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).