

# ROBERT VILLATORE

I am a designer with a passion for bringing ideas to life. Proficient in collaborating with diverse teams of designers, strategists, and marketers to conceptualize and produce engaging materials.

## Contacts

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516-287-7070  
San Francisco, CA

## Portfolio

builtbybobvilla.com



## Software

### ADOBE CREATIVE SUITE

Photoshop  
Illustrator  
InDesign  
Premier Pro  
After Effects

### OTHER SOFTWARE

Figma  
Google slides  
Miro

## Education

### BFA GRAPHIC DESIGN

SUNY College  
at Oswego

### AA ORNAMENTAL HORTICULTURE

University of  
Farmingdale

## Work Experience

### Freelance Designer & Production | 2024-present

- + *710LABS*—A cannabis company for which I design product labels, SWAG, website ad banners, and in-store flyers.
- + *IDEO*—Translate and alter Figma designs as needed (resizing, color-matching, color-correcting, fitting into print dielines) into print-ready assets and seeing designs through into their physical forms—large-format prints, wayfinding signage, labels, cards (usually utilized for events, displays, workshops, and product prototypes.)
- + *The General Partnership Services*—Creating decks for a VC firm—Google Slides; Figma.
- + *SGNL / Smashburger*—Co-created print and video materials for a leadership conference which consisted of a workshop guide notebook; posters; signage; video kiosks; an interactive string-voting installation; a physical gallery of the history of Smashburger with digital components; Managed all print files and worked with local and site-specific print vendors; Assembled physical installations and assisted with interactivity on-site

### Senior Studio Designer *SYPartners* | 2016-2024

A business strategy and innovation consulting firm, where I worked on both client-side projects—Nike, Starbucks, Virgin, Kaiser Permanente—and on the internal brand team

- + Designed and delivered concepts across print, digital, and physical media, including books, video, environmental experiences, and branded event collateral.
- + Executed hands-on print production—printing, trimming, bookbinding, laser cutting, and environmental builds—ensuring precision and craft quality.
- + Prepped and proofed files for print and presentation, including asset cleanup, spell-check, formatting, and optimization.
- + Managed vendor relationships for off-site printing and specialized production needs, such as large-format graphics and special builds.
- + Assisted with on-site event setup and breakdown.
- + Partnered with Program Managers to develop project schedules, event timelines, contingency plans, and deadlines.
- + Collaborated with strategists and designers to craft impactful deliverables that aligned with broader strategy.

### Freelance Designer *Franklin Templeton Investments* | 2012-2016

### Account Coordinator/Production Assistant *Williams-Sonoma Inc.* | 2006-2011