

ROBERT VILLATORE

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

Contacts

516-287-7070

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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 | 2024-2025

+ IDEO

A semi-regular freelance gig. 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, labels, cards (usually utilized for events, displays, workshops, and examples of potential physical products.)

+ The General Partnership Services

A semi-regular freelance gig creating decks for this VC firm—Google Slides; Figma.

+ SGNL | Smashburger Leadership Conference

- Co-created print and video materials which consisted of a notebook; posters; signage; video kiosks; an interactive voting installation; a gallery of the history of Smashburger
- 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

- + Created in-person experiences, physical printed pieces, videos, animations, gifts for CEOs, interactive physical elements, mechanical mock-ups, signage, slide presentations, and digital elements for social media
- + Worked with print vendors and venue staff where applicable

Freelance Designer *Franklin Templeton Investments* | 2012-2016

Designed various print materials and PowerPoint presentations

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

Page layout, image retouching, managed workflow and team, file management and archiving

Freelance Designer *United Spinal Association* | 2003-2006

Designed brochures, mailers and ads

Designer/Production Designer *Typewave* | 2002-2003

A pre-press and design firm where I designed brochures, posters, mailers, trade-show sheets, catalogs, and business cards; Scanned, output film, trapped, print impositions, made match prints and blueprints

Junior Designer *Ziff Davis Media Inc.* | 2000-2001

Developed creative art concepts with Art Director, writers, editors, and illustrators for *Interactive Week* magazine