

# ROBIN B McDOWELL

33 Green Street #3 | Lebanon, NH 03766 | 215.510.4220

ROBINBOEUN@GMAIL.COM | ROBINBOEUN.COM

## EDUCATION

**THE UNIVERSITY OF PENNSYLVANIA**, Philadelphia, PA

Bachelor of Arts *cum laude* in Fine Arts (Graphic Design), 2008

## WORK EXPERIENCE

**TUCK SCHOOL OF BUSINESS AT DARTMOUTH** - Hanover, NH

**Communications Specialist, Development & Alumni Services**

Content management and marketing strategy for myTUCK, an online portal for MBA program alumni to access academic, professional and social resources.

December 2011 – Present

**GYRO WORLDWIDE/QUAKER CITY MERCANTILE**, Philadelphia, PA & Tamworth, NH

**Project Manager & Lead Designer, Tamworth Lyceum**

Developed brand concept and visual assets for historic general store, letterpress printshop and gallery. Managed architectural redesign and renovation.

June 2009 – July 2011

**Art Director, Art In The Age of Mechanical Reproduction**

Developed brand concept and visual assets for retail boutique and gallery in Philadelphia. Directed package design for Art In The Age ROOT Liqueur.

January 2008 – June 2009

**Writer & Social Networker, The Walrus Music Blog**

Contributed musician interviews and album reviews to MP3 blog. Managed content for Facebook, Myspace, Twitter, and Flickr pages.

December 2007 – June 2009

**Design Intern**

Print and web design support for client campaigns: ECCO, Camel and KOOL Cigarettes, Lilly Pulitzer, Hendricks Gin, Sailor Jerry Rum, Boyd's Philadelphia

August 2007 – December 2007

**FREELANCE DESIGN & LETTERPRESS PRINTING** - Ongoing

Tahrir Documents, Grandfather Oak Carpentry, Crave Mobile LLC, The Society of Photographic Educators, University of Pennsylvania Fine Arts Department

## SELECTED PRESS & EXHIBITIONS

**I.D. MAGAZINE FEATURE**, Volume 55, Number 4, June 2008

**MID-AMERICA PRINT COUNCIL JOURNAL**, Letterpress Print Feature, January 2010

**LA CREATIVE AWARD**, Art in the Age Lookbook, January 2009

**VISTA SANS WOOD TYPE PROJECT**, 2012. New Haven, CT and New Orleans, LA

**WOOD TYPE, EVOLVED**, September 2011. Columbia College, Chicago, IL

**SOUTHERN GRAPHICS CONFERENCE**, March 2011. Washington University, St. Louis, MO

## SKILLS

Adobe Creative Suite, Dreamweaver, Final Cut Pro, Fontlab, Microsoft Office Suite, WordPress, HTML & CSS, Cylinder and Platen Letterpress, Bookbinding