

Do what you say you're going to do.
Be open to a different point of view.
Create your results.



BRACH DESIGN

Robin Soltis Brach

Big-picture problem-solver, collaborator, visionary with extensive experience in the creation of brand-unified graphic communications from concept through completion, project and staff management, as well as the procedures and systems that support successful workflow. Advanced brand, print, and exhibit development and implementation knowledge, including purchasing, budgets, cost negotiations, and press checks. Skilled liaison between clients, creative staff, external resources, and all business stakeholders. Reliable leader in prioritizing and adapting to rapid change.

Robin Soltis Brach

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EXPERIENCE

Brach Design

Principal, 2001-current

Brach Design provides distinctive brand-unified graphic communications from concept to completion in a wide variety of media, including print collateral, annual reports, advertising, signage, exhibits and web graphics for corporate and institutional clients.

- Special emphasis on conceptual design and communication goals, high attention to detail.
- Comfortable and experienced in presenting design concepts and direction to clients.
- Clients have included The Association of Governing Boards of Universities and Colleges (AGB), Catholic High School, EMA I Retirement Communities, Family and Children Services of Maryland, Gilman School, The Hearing and Speech Agency, Mercy Medical Center, The Sisters of St. Francis of Philadelphia, Stella Maris, Inc., University of Maryland, and University System of Maryland

Loyola University Maryland

Director of Publications, 2001-1993

Responsible for running an in-house design group and overseeing the development of hundreds of graphic projects per year, including brand identity, print, web, signage, exhibition, and environmental graphics. Managed a team of 4 designers, office support staff, work-study students and was responsible for overseeing an array of creative suppliers, including but not limited to illustrators, photographers, printers, and writers.

- Led major rebranding, including a new identity system, signage, and website. Repositioned the college identity to match its strategic plan and unique character. Executed the roll-out mechanism for the new brand utilizing campus-wide support across the organization at all levels.
- Designed campaign materials to attract donors to fund the building of The Joseph A. Sellinger, S.J. School of Business and Management. Played a significant role in the opening donor events, including an exhibition, donor wall tributes, banners, and invitations.
- Mentored and directed the work of designers and office support staff.
- Managed complex departmental budgets.
- Analyzed customer requirements, established and ensured adherence to project timeline and budget constraints.

F.E. Worthington, Incorporated

Art Director, 1992-1986

The Barton-Gillet Company

Designer, 1986-1984