

I'm Robert Bava,

an art director and design thinker with the knowledge, experience, and proven track record to envision projects from kick-off to launch. With a decade of industry experience, I have art directed and designed corporate re-brands and major website redesigns for large and small companies across Canada. I am always willing to share my knowledge of design and build strong relationships with my peers. Furthermore, I constantly challenge and expand my skill-set by keeping an open mind and learning new techniques.

Career Development

Scotiabank Digital Factory

Manager, Web Design Digital Marketing - Dec 2016 - Present

Part of a team of designers, developers and data-analysts tasked with optimizing the design and user experience of Scotiabank.com. We use data-driven design/UX and A/B testing to verify our decisions impact customer satisfaction. Furthermore, I have designed and prototyped a data visualization app & design language used to display internal bank statistics and data.

Corus Entertainment

Web & Mobile Design Lead - Mar 2010 / Dec 2016

Led the design for mobile and web for Corus Entertainment's largest properties including GlobalTV, History and Showcase. I art directed and designed several key projects including redesigns of the GlobalGo App, GlobalTV.com and History.ca. Through effective use of data-driven design and a close relationship with UX, development, product owners and QA, my initiatives led to increases in video views, ratings and overall user satisfaction.

Mytrak Health Systems

Web Design & Front End Development - Aug 2009 / Feb 2010

Envisioned a brand style guide for this growing health & fitness company. With the launch of a new fitness tracker, I designed and developed the company website, photographed products, and utilized motion graphics for a marketing video.

Hewlett-Packard

Web Design & Front End Development - Jan 2007 / Aug 2009

Designed & developed large US & Canadian projects including micro-sites viewed by millions, Enterprise landing pages, HP portal sites, hpshopping.ca, and assisted in the establishment of an in-house creative team.

Education

Seneca @ York

Digital Media Arts Diploma with Honours - 2004 / 2006

Strategy & Skill-set

Creative Strategy

- Solve complex design problems via communication and collaboration between all members of a working team.
- Ability to envision and sketch design solutions quickly and effectively.
- Future-proof designs with the intention of setting trends, not following them.
- Increase efficiency by streamlining repetitive tasks.

Tools & Everyday

- Able to effectively break down feedback and suggest creative solutions.
- Continually ranked highly by my peers through 360 feedback sessions.
- Thrive within a team of excited individuals.
- Fully versed in Sketch, Photoshop, Illustrator, Invision; with experience in motion graphics, 3d modeling and game development with Unity & C#.
- Works well within an agile environment.
- Understanding of business requirements, time limits, and team capacity.

When not designing...

I spend my free time breaking time trial records on the Humber trail with my bike. Cycling is a major part of my life and I have completed three Ride to Conquer Cancer runs where my family and I raised over \$150,000. Lynda.com, Photography, cooking, and star gazing up north take up the remainder of my time.

Visit www.mrbava.com to see a portfolio of my work.