

# ROBERT GRABKO

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## ACCOMPLISHED 3D VISUALIZATION ARTIST

### Serve as Lead & Liaison Roles between Clients & Team Members for Digital Brand Development

Creative thinking, multifaceted visualization artist, mindful with research, inspirations, and trends of or in creativity. A problem-solving artist, valued in a creative lead or team-centric role. Will offer solid design, composition, and fundamentals to add to an understanding for the subtleties in modeling and structure, the distinction of surface texture and elements, and abilities to seamlessly blend or highlight assets through look development. Extremely motivated by challenging work and eager to contribute and propel beyond expectations while fostering continuing education through a master course for Product Design (UI / UX).

**Maya | V-Ray | Photoshop | Adobe Creative Suite | Illustrator**  
**Modo | After Effects | Modeling | Texturing | Lighting | Compositing | Animating**

## SELECTED ACHIEVEMENTS

- Developed cohesive style that shaped and sold graphics and promotional messages throughout various visuals and adaptations.
- Maintained consistency to reach various marketing touchpoints.
- Provided pre-visualization work and renderings, bringing light errors, structural issues, graphic mistakes in text, color, and other missing elements, saving time and materials; had they migrated to print.
- Performed rendering updates in pre-production, adaptations and new product structure launches that led to faster speed throughout marketing chains, store sell-ins, advertisements then traditional methods.
- Developed automated workflows that formatted deliverables to meet specifications required for asset libraries and GS1 standards.

## PROFESSIONAL EXPERIENCE

**SOUTHERN GRAPHIC SYSTEMS, LLC (SGSCO),** White Plains, NY

2015 - 2020

### Lead 3D Artist

Creative direction in client asset development through deliverables inclusive of directing, maintaining constancy, motivating, and collaborating with artists in each developmental role.

- Implemented creative workflows and processes for images, maintaining brand consistencies.
- Strengthened abilities toward winning new client business through ideation and visualization. Generated 3D-rendered pitches for product lines that proved pivotal for understanding, illustrating, and capturing prospective clients' needs.
- Produced and collaborated on product visuals for a variety of agencies and marketing needs, developing formative elements to embed across various pack and package graphics.
- Mentored artists to capture brand approved style, methods and practices for achieving and maintaining consistency throughout product lines.
- Led formative production efforts in the creation stages and styles of product digital assets that increased speed to market and strengthened faster store sell-ins.

**SCHAWK (MATTHEWS),** Stamford, CT

2000 - 2015

### Lead 3D Artist & Technical Designer

**2010 - 2015**

Maximized productivity, distributed workloads, and scheduled 6 artists, providing Customer Service Reps advice on issues and status updates.

- Spearheaded development and methods instrumental in capturing work from traditional retouching and photographer methods for visualizing bread baked goods in 3D renders, increasing client's speed to market for advertising elements.

**SCHAWK (MATTHEWS)** (Continued)

- Developed efficiencies and automated processes, utilizing ActionScripts for formulating color-accurate products and expected delivery formats among separate client accounts.
- Trained and mentored junior artists, increasing productivity through improved knowledge of workflows and client expectations and managing procedures to be adhered to for consistency across product lines.
- Provided technical assistance in establishing color and graphic element consistencies. Managed color conversion issues and necessary solutions to manage files in RGB and CMYK workflows.

**Senior 3D Artist****2002 - 2010**

Performed modeling texturing lighting and animation on CPG clients. Proficiency in skills of modeling, compositing, motion & animation graphics, UV layout and texturing and art preparation. Product ideation research and development for proposed new development.

- Served as developmental team member for 3D configurator, providing mechanical artist ability to visualize in-progress art via templates uploaded on a 3d model.
- Visualized ideation for new items in the marketplace. Created 3D consumer product imagery and animations for advertising, digital marketing, and print.
- Implemented creative workflow and process for several in-house accounts, including product photography that supported consistency, clarity and led to client confidence through massive product lines in development.
- Translated clients' schematic information and layouts into visualized design representations for Point of Purchase and pallet displays. Aided sell-ins to stores and Illustrative visuals which strengthened and informed assembly and packing of displays by distribution and warehouse staff.
- Developed visual explainer graphics for in-pack instructions, visualizing proper application and or dosing through methods that fulfilled client's wishes and avoided image licensing fees associated with other methods.
- Provided high-end retouching and color correction enhancements, taking the unsavory to an enticing, desirable, marketable point for various organic food visuals through strengthening appearance and erasing imperfections indicative to normal production.

**3D Generalist****2000 - 2002**

Performed modeling texturing lighting and animation for various CPG clients and gained understanding of consumer products packaging and printing methods (Flexo, Gravure, Offset). Additional work with mock-ups, style frames, 2D illustration and design.

**ADDITIONAL EXPERIENCE**

**INTELECON**, Dallas, TX, **Animator & 3D Designer**, FX's Department

**COMPUTED ANIMATION TECHNOLOGY**, Dallas, TX, **Art Director/ Animator/ Designer**

**EDUCATION / PROFESSIONAL DEVELOPMENT**

- **Master of Arts (MA)**, CGI / 3D / Animation, William Paterson University, Wayne, NJ
- **Bachelor of Fine Arts (BFA)**, Graphic Design, Digital Art and Animation, William Paterson University, Wayne, NJ
- Certification in-progress for Master Course for Product Design (UI / UX) - expected July 2020
- Continued development through Pluralsight / YouTube and various other web-based training