

# Robert Grimes | Curriculum Vitae

500 E Del Mar Blvd., #34, Pasadena, CA, 626-354-9832

## Introduction

I'm Bob. In 1989, I opened a design studio in Los Angeles near Wilshire and La Brea — famed "Miracle Mile." Later, I relocated to neighboring Pasadena.

Running a design studio has been my life. My primary interest has been and remains business identity design, communications design, collateral, and websites. I design visual branding from scratch, add components to existing brands, refresh sagging brands and bring harmony to disjointed brands.

After many years in the design business, you learn a lot and you do a lot — a little bit of everything at one time or another. As a lifelong business owner, you gain a host of additional skills. I've managed clients, talent and vendors. Overseen budgets, expenses and payroll. I've done it all. I bring this broad and creative depth of experience to every job.

On the following page, you'll find some of the highlights of my career and resumé. I can be reached at **626-354-9832** or by email at **[robert@amaragrimes.com](mailto:robert@amaragrimes.com)**



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SIMPLE | SMART | EFFECTIVE

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## Skills

### Art Direction

Primary art director to the design staff at Amara Grimes Design. Provide art direction to photographers, web developers and other third-party creatives. Promote and encourage creative brainstorming among design staff to develop creative solutions that meet or exceed our clients' expectations.

### Creative Strategies

Develop comprehensive design strategies to project a client's message or brand through an effective combination of graphics, copy and collateral. Consider the coordinated application of the design concept across different marketing channels — print, web and social media — to maximize a client's reach and visibility.

### Web development

Oversee and direct the development issues of website production including wireframes and UX. Experienced with WordPress and prefer it as our "go to" CMS framework due to its widespread acceptance and extensive range of open source add-ons. While I don't claim to write code, I have enough working knowledge of html and css to work effectively with and provide direction to web developers and other vendors. I will occasionally write code for additions and fixes.

### Copywriting and Language Skills

Frequently write copy (heads, taglines and prose) to improve upon client-supplied copy or to compliment our own original design and marketing concepts.

**Software** MacOS, Adobe Creative Suite (InDesign, Illustrator, Photoshop), Acrobat, Microsoft Office (Mac), Deltagraph, Keynote, Powerpoint

## Partial Client List

### Tech

- DigitalHousing (web hosting)
- Los Angeles County Tech Week (technology event)
- NxGen (app software)

### Financial

- The Capital Group/American Funds
- Cast & Crew Entertainment (movie production accounting)
- Causeway Capital Management
- Financial Relations Board
- L.A. County Employees Retirement Assoc.
- Sageview Advisory Group

### Legal

- Hayes Simpson Greene LLP (San Diego)
- Jennings Strouss PLC (Phoenix)
- Miller Barondess LLP (Century City)
- Quinn Emanuel LLP (Los Angeles)
- Schlichter Bogard & Denton LLC (St. Louis)
- Trial Partners (Beverly Hills)
- Wood Smith Henning & Berman LLP (Los Angeles)

### Health Care

- The Arroyos
- Oakwood Treatment Centers
- Institute for Girls Development

### Non-Profits

- Capital Group Charitable Giving
- Woodbury University (Burbank)

### Other

- DB5 Brand Research
- Gary Kaplan & Associates (executive placement)
- Hans Weisshaar (fine string instruments)
- Leo A. Daily Architects
- Platinum Visual Systems (manufacturing)

## Education

**Fine Arts**, Florida State University  
**Bachelor of Arts in Graphic Design**, University of North Florida

## Affiliation

**AIGA LA**, Sustaining Member

## Highlights

**1990-present** – For more than 25 years, Amara Grimes Design has provided creative services to **The Capital Group** and **Capital Research & Management Company**. Our primary role has been providing design for up to seven annual reports per year and other collateral materials for the **American Funds** — the second largest family of mutual funds in the U.S. Until recently, The American Funds' annual reports were full-color, magazine-like publications unlike the bare bones newsprint reports published by other prominent mutual fund companies.

**1999-2007** – Hired by law firm **Quinn Emanuel Urquhart & Hedges LLP** (now Quinn Emanuel Urquhart & Sullivan LLP) to develop their firm brand and ongoing collateral requirements, reporting directly to founding partners **John Quinn** and **Bill Urquhart**. Worked with many of the other prominent partners developing collateral for their specific practice areas. Quinn Emanuel is a global business litigation firm and ranks among the top 20 law firms in the U.S. with 20 offices spanning the U.S., Europe, Asia and Australia.

**2008-2009** – As a board member, took charge, planned and programmed a new format for **L.A. County Tech Week's 10th Anniversary Technology Event** in 2008 as well as the following 11th annual event in 2009. These events celebrated the L.A. County-owned **Business Technology Center** ("BTC"), a start-up tech incubator, and featured illustrious tech personalities and journalists for panel discussions on the latest technology topics affecting Los Angeles County. I personally chose and solicited many of the featured personalities including Pulitzer Prize-winning journalist, **Dan Neil**; Tesla's head designer, **Franz Von Holzhausen**; Wired Magazine journalists **Brian X. Chen** and **Chris Baker**. The two events were the most successful in L.A. Tech Week's history and attracted local dignitaries and political luminaries including **California Congressman, Adam Schiff**.