

# Seen Robinson

Art Director – Print Design Manager – Designer  
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## Catalog and Direct Mail

### Catalog Layout



Concept and design for entire Disney Catalog: Ranging from 16-page Inserts to 160-page full color catalogs. Produced typography styles, design of grid, photography edits, photo placement and cropping, merchandising and pagination.

### Photo Art Direction



Photo art direction for fashion, collectibles, Best Guest loyalty programs and specialty books. Contributed work to Disney Catalogs, packaging design in Wal\*Mart, Costco, Target and many more retailers.

### Catalog Cover Art



Created catalog cover artwork for the Disney Catalog. Concepted, photo art directed and designed over 20 Disney Catalog covers and produced over 100 versions.

### Direct Mail Pieces



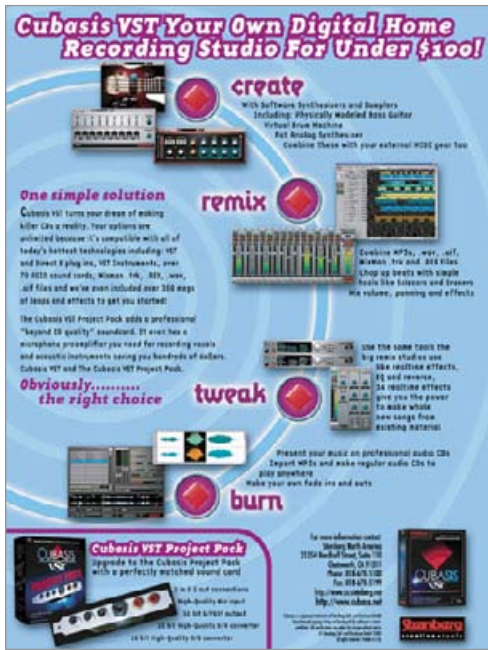
Limited-Time Offer for Disney Movie  
**10% Off at DisneyShop**  
See reverse for details

Art directed and/or designed direct mail pieces for Disney Catalog, Disney Catalog's Best Guest loyalty program (10 million distributed), UltimateRockPix, Steinberg-NA, Axis, Staedtler and more.



# Design and Advertising

## Advertising Layout



Concept and Design for Steinberg-NA Cubasis VST Project Pack music editing software, run in music trade and magazines nationally. This is Steinberg's most popular music editing software.

## Packaging Design



Concept and Package Design for Axius brand seatcovers and other various products, sold in national automotive chains and Wal\*Mart and Costco. Concept and Design of Toyota Truckbuilder sales kit package design. Distributed to all Toyota Sales teams across America.



## Product Design



Concept and Design for Axius brand seatcover program program that sold as a test to Autozone and was picked up nationally in Wal\*Mart, Costco and Target. 4 different lines were created, they all sold out at Autozone.

## 3D POP Design



Concept and Design for entire 3D POP Displays for Axius brand seatcover program sold nationally in Wal\*Mart, Costco and Autozone.