



**ROBERT LESSER**

**Awarded more than 50 national design awards**

**See examples at:**  
[coroflot.com/robertlesser](http://coroflot.com/robertlesser)

**LEADERSHIP SKILLS**

- Brand building
- Staff development
- Vendor management
- Budget oversight
- Project management

**DESIGN SKILLS**

- Twenty-plus years of portrait assignments of *Fortune* 100 executives
- High-impact information graphics
- Created a design workflow to support daily content creation for CFO.com for the CMS system

**AWARDS**

- 19 National Gold Awards, including: Magazine of the Year, Best Covers Photography, Best Covers Illustration, and Best Overall Design
- Featured cover design on Folio.com's "Face Up"
- Judge for several different design award programs
- Guest lecturer at Emerson College

**EDUCATION**

BFA, Syracuse University

**\* THINK : CREATE : LEAD**

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**Design Vision • Brand Building • Team Development**

"I believe that as our culture changes and the delivery mechanisms of content change, some things don't: good design is all about knowing what your audience needs and will respond to, even if they can't articulate it themselves. Building and maintaining a strong brand is an essential element to achieving the goals of any organization."

2010-Present

**EDITORIAL DESIGN DIRECTOR**

**CFO magazine, CFO.com, CFO Conferences, CFO New Product Division**  
*CFO Publishing LLC*

Creative lead for all editorial products, digital and print. Manage and mentor a creative team (in-house and freelance). Oversee all marketing and brand initiatives and new products.

**Highlights:** Spearheaded a complete redesign of CFO.com (site traffic jumped 25%) • In April 2012 created and implemented a complete redesign of CFO magazine • Created new digital-magazine editions for tablet readers  
• Developed online data product websites • Designed a series of e-books

2005-2009

**DESIGN/ART DIRECTOR:**

**CFO magazine, eCFO, CFOit, CFOEurope, CFOAsia**  
*CFO Publishing—An Economist Group Member*

Oversaw all design aspects of the largest U.S. circulation B2B title, with 465,000 subscribers and \$20 million in annual revenues. Managed an international staff of designers and freelancers creating 16 magazines annually (more than 1,040 edit pages per year)

**Highlights:** Lead the complete redesign of CFO magazine, which featured perfect binding, UV-coated cover, and a 50-50 ad-to-edit ratio (ad pages jumped 27%) • Helped in the creation of a tech-focused quarterly, *CFOit* • Oversaw the art direction of three international sister publications: *CFO Europe*, *CFO China*, and *CFO Asia*.

1992-2004

**ART DIRECTOR**

**CFO magazine, CFO Award Programs**  
*CFO Publishing—An Economist Group Member*

Rebuilt the brand to elevate the magazine from trade status to a strong national brand.

**Highlights:** Redesigned logo and magazine to better position the brand  
• Created award programs: The Reach Awards and CFO Excellence Awards  
• In 1998 and 2003 ASBPE named magazine of the year

**ART DIRECTOR**

**Brady & Paul Communications**

Boston-based design firm specializing in magazine start-up and redesign. Clients included *Folio's Publishing News*, *McCall's Needlework & Crafts*, *Our Sunday Visitor*, *Vogue Patterns*, and *Corporate Traveler*

**ART DIRECTOR**

**Hopkins/Baumann**

Renowned designer Will Hopkins's New York-based studio specializing in magazine and book design. Magazine projects included *Mother Earth News*, *American Health*, *ASMP*, *Time*, *Sports Illustrated*, and *The National Sports Daily*. Book projects included *Sports People*, *Favorite Places*, *Light Years*, and *The Private Life of Katharine Hepburn*.