Bobby Dolan

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Experience

Meta   Production Designer

CROSS META DESIGN SYSTEMS | 2022-PRESENT

- Developed & executed Production Design across new Meta Brand System Icon library, totaling over 1,000 new metaphors & 144,000 asset artifacts in PNG / SVG.
- Maintaining design system libraries & creative assets to enable design development across partner teams product teams and platforms.
- Ensuring assets & artifacts meet technical specifications and quality standards
- Providing guidance & mentorship in scaling the Production Design discipline across the Meta organization.

REALITY LABS PORTAL WORK DESIGN SYSTEM | 2021-2022

- Maintained primitive and component libraries for the Figma Design system
- Supported the Production Design of illustration and iconography assets
- Supported the transition to a Meta lead Design System, conducting audits of previous Design Systems components to assess delta.

FB APP VISUAL SYSTEMS | 2016-2021

- Managed a team of Production Designers while overseeing the delivery of all FB app illustration and animated assets to Product Design & Engineering partners.
- Responsible for quality assurance and control of assets
- Worked directly with illustrators, animators, art directors in preparing templates, exporting artwork to multiple platform.
- Creating processes to ensure consistency leveraging actions and scripts to standardize and scale team operations.

GoPro

PHOTO RETOUCHER | LIFESTYLE | 2015-2016

- Retouching & manipulating a variety of imagery from internal productions, social-user generated content, and professional athlete submissions.
- Developed actions & presets to standardize and scale operations to achieve a cohesive look that aligned with GoPro's Brand Guidelines, while ensuring consistency & quality control.

Logitech

PHOTO RETOUCHER | HARDWARE | 2015

- Worked directly with art directors and image producers to deliver high-quality, retouched lifestyle images and 3D renders.
- Manipulating hardware images to reflect localized formations of devices in specific regions, along with various colorizing and grading variations.

Old Navy | Gap Inc.

PHOTO RETOUCHER | HARDWARE | 2015

- Retouching E-Commerce and marketing imagery of on-model, lay-down garments, & lifestyle images on location
- High volume workload provided me the opportunity to scale and automate processes to meet demands while maintaining quality.

Apple Inc.

PHOTO RETOUCHER | HARDWARE & LIFESTYLE | 2014

- Lifestyle photo retouching
- Hardware retouching & manipulation of images to reflect their physical form
- Creating numerous lock-up combinations from individual images & or renders for marketing

RETAIL SPECIALIST | 2010-2014

- As a retail specialist at Boston's flagship store, I built rapport with customers and assisted them in finding the right products to meet their needs. I was part of the Visuals Team responsible for setting up the store, imaging computers and mobile devices, installing front window displays, and working overnights for device launches. I also conducted training in both one-on-one and group settings.

Education

Rochester Institute of Technology

PHOTOGRAPHIC ARTS & SCIENCES | 2010

Bachelors of Fine Arts
Professional Photographic Illustration

- Emphasis in Advertising Photography
- Minor in Anthropology

Nackey S. Loeb

SCHOOL OF COMMUNICATIONS | 2006
Photojournalism I & II

Tools

- Adobe Creative Suite
  - Photoshop, Bridge, Lightroom, Illustrator
- Photo Mechanic
- Capture One
- DSLR, Mirrorless & Mobile Camera Systems
- Medium Format Camera Systems
  - Hasselblad, Mamiya, Bronia
- Strobe & Tungsten Lighting
  - Profoto, Broncolor, Calumet
- Sketch
- Figma & Figjam
- MS Office & IWork Suites

Skills

- Photo Retouching & Manipulation
- Studio & Location Photography & Lighting
- Large Volume Image Processing & Workflow
- Color Management & Calibration
  - X-Rite & ColorMunki
- Film Scanning & Digital Archiving
- Asset Management On Local & Cloud Servers
- Production Templates
- Redline & Design Specs
- Quality Control & Assurance