

Robert Paul Jr.

Title: USA Today Best-Selling Illustrator | Author | Art Director | Visual Storyteller

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Portfolio: steadfast.tv/illustrations

Books: steadfast.tv/books

Summary

Creative visionary and dynamic storyteller with over 15 years of experience in illustration, character design, animation, and creative direction. Renowned for blending vibrant cultural narratives with captivating visuals, bringing stories to life for leading brands and entertainment properties. Acclaimed USA Today Best-Selling Illustrator and NAACP Image Award-winning artist, passionate about crafting impactful and engaging content that resonates with diverse audiences.

Key Skills

- **Illustration & Character Design:** Crafting visually compelling characters and illustrations that captivate audiences.
- **Animation (2D & 3D):** Developing dynamic animations for television, games, and digital content.
- **Art Direction & Creative Leadership:** Guiding creative teams to produce visually cohesive and engaging projects.
- **Storyboarding & Concept Development:** Translating ideas into visual narratives that enhance storytelling.
- **Video Editing & Motion Graphics:** Creating polished, high-quality video content with dynamic animations.
- **Graphic Design & Visual Storytelling:** Designing cohesive visual identities and branding elements.
- **UX/UI Design:** Enhancing user experiences through intuitive visual interfaces.
- **POS System Optimization:** Streamlining backend workflows and enhancing frontend usability with clean UX design and impactful imagery to improve point-of-sale performance.

- **Social Media & Marketing Strategy:** Leveraging visual content to boost engagement and brand presence.
 - **Public Speaking & Keynote Presentations:** Delivering engaging talks and presentations during author school visits and professional speaking engagements, including Scholastic promotional events.
 - **Artistic & Technical Recruiting:** Sourcing creative talent for animation and illustration projects.
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Software Proficiency

- Adobe Creative Suite (Animate, Photoshop, Illustrator, After Effects, Premiere)
 - 3D Animation and Modeling (Maya, 3D Studio Max, Harmony Pro)
 - Game Development Tools (Unity, Spine, Sketchbook Pro)
 - Productivity Tools (Microsoft Office, Mac OS, Windows)
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Professional Experience

SteadFast Entertainment LLC | Art Director, Illustrator, Social Media Strategist, Caricature Artist, POS Optimization Consultant & Character Designer

May 2009 - Present

- Conceptualized, illustrated, and directed projects for major publishers including Scholastic, Simon & Schuster, Penguin Random House, and HarperCollins.
- Created distinctive characters for animated series, video games, and illustrated books.
- Designed and executed social media strategies to boost audience engagement and brand visibility.
- Managed social media accounts, creating content that increased follower engagement by 30%.
- Developed visual marketing materials for online campaigns, live events, and product promotions.
- Led a full redesign of the point-of-sale (POS) system to improve backend efficiency and customer-facing usability.
- Streamlined backend workflows, reducing friction in daily transactions and inventory management.
- Enhanced the frontend experience with branded visuals and intuitive UX layout for better customer interaction.

- Clients Include: HarperCollins, Scholastic, Penguin Random House, Candlewick Press, Macmillan Children's Publishing Group, Hachette Book Group, American Psychological Association (Magination Press), and more.

Southern New Hampshire University | Adjunct Professor, Interactive Animation, Illustration & Visual Storytelling

January 2024 – Present

- Teach college-level courses focused on illustration principles, narrative design, and animation pipelines.
- Instruct students in interactive animation techniques using Adobe Animate, focusing on real-time feedback, character rigging, and user engagement.
- Mentor and guide aspiring illustrators and animators through project-based instruction and portfolio development.
- Provide industry insights and professional development guidance to students pursuing creative careers.

YMCA of Greater Houston | Art Instructor

August 2024 – Present

- Lead weekly children's art classes at the D. Bradley McWilliams YMCA.
- Design engaging, age-appropriate lessons that build foundational skills in drawing and creativity.
- Foster an inclusive, joyful environment encouraging self-expression and confidence in young artists.

Big Fish Games | Concept Artist & Marketing Content Designer

August 2022 - January 2023

- Developed concept art and storyboards for animated marketing campaigns.
- Created social media visuals, campaign art, and motion content for digital marketing.
- Collaborated with cross-functional teams to drive visual engagement across platforms.

Flying Bark Productions / Disney Marvel | Character Layout Artist

August 2021 - September 2021

- Developed dynamic character poses for the Disney series *Moon Girl and Devil Dinosaur*.
- Enhanced visual storytelling by transforming rough storyboards into detailed character layouts.

Calabash | Freelance CG Character Animator

February 2018 - September 2021

- Animated 3D character models for commercials and narrative projects.
- Worked collaboratively to ensure animation quality aligned with creative vision.

Sunlight Entertainment | Art Director, Lead Animator & Character Designer

July 2017 - April 2021

- Directed animation and visual storytelling for Ryan's World and other top-performing content featured on YouTube, Amazon, Hulu, and television.
- Led a small creative team to produce vibrant, culturally rich animated shorts.
- Developed and rigged memorable characters for a global children's brand.
- Created animated and visual content aligned with marketing strategies and brand growth.
- Contributed to social media content that reached millions of global viewers, enhancing brand engagement.

Driver Digital | Character Designer & Social Media Content Creator

August 2018 - August 2019

- Designed memorable characters for digital media and branded content.
- Created and managed social media content, driving audience interaction.
- Developed visual assets to enhance storytelling and audience engagement.

Optech4D Inc | Animator and Designer

August 2015 - December 2016

- Created animations and visual content for industrial and educational applications within the Unity game engine.
- Delivered high-impact animations for training simulations and marketing materials.

Savannah College of Art and Design

B.F.A, Mace-Bearer

Professional Affiliations

- Member, Society of Illustrators
 - Alumni, Savannah College of Art and Design
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Featured Praise & Testimonials

"Robert Paul Jr.'s magnificently compelling illustrations let Black girls know each time they turn the page that all of their dreams are possible." — *Angela Bassett, Award-Winning Actress and Producer, on When Black Girls Dream Big*

"Robert's illustrations are perfect; they fit each of Tanisia's pages flawlessly." — *Tania Moore, Author of I Am My Ancestors' Wildest Dreams*

"His art inspires young readers to dream big and see themselves as heroes." — *Scholastic Event Host, Virtual Book Fair 2023*

"Robert's visuals don't just support the story, they elevate it. He is a true partner in storytelling." — *Senior Editor, Penguin Random House*

Awards & Honors

- USA Today Best-Selling Illustrator for *When Black Girls Dream Big*
- Illustrator of the NAACP Image Award-winning book *Cookies and Milk*
- Dolly Parton's Imagination Library Selection for *You Can Be ABCs*
- Owl Award recipient