

Robert Hacala

Logo and brand developer at Better Business

Brand

Taipei City, , TW

Making Professionals Unforgettable

Biography

Independent brand designer that helps happy clients create unique and memorable brands. Born in Canada; living in Taiwan. Background in Graphic Design and Applied Communication Arts.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Graphic Design, Media - Online, Media - Print

Areas of Expertise

Graphic Design, Brand Development, Freelancing

Sample Talks

How To Choose a Logo Design That is Perfect For You

When it's time to get a logo that's perfect for you or your organization, realize that it's not a simple process. It takes a lot of thought about your type of business, your target audience, the message you want to send, the feelings you want to incite. That's not to mention briefing and communicating with your designer.

However, it's definitely worth the effort to strive for a strong logo design, as it is the first thing your audience sees, and it will be with you for a long time to come.

Event Appearances

How To Be a Freelancer

WordPress + Freelancing Meetup

How to Build a Strong Brand Foundation

Squad Training Workshop

How to Get a Perfect Name and Logo for Your Business

Squad Training Workshop

Education

National Taiwan Normal University
Mandarin Chinese (Taiwan)

Nova Scotia Community College
Certificate Applied Communication Arts

Canadian Institute of Education
Certificate T.E.S.O.L. (Teaching English to Students of Other Languages)

Durham College
Diploma Graphic Design

Testimonials

Shawn Chen

Good speaker. Right to the point no bullshit speech. Very well organized presentation.

Finjon Kiang

Well organized talk, it's great to have you sharing experiences with us.

Kate Okolita

Robert was very easy to work with from the proposal phase through the transfer of my final logo files. He worked to thoroughly understand the brand, its competition, and its target demographic so he could develop the perfect logo. He was very timely and flexible which I appreciated; and helped me better understand the branding aspects of my logo.

I chose one of the first designs he sent me which is a testament to his skills. I love the logo, font, and colors I ended up with; Robert really listened to what I was looking for and developed something perfectly suited to my needs.

Brian Dooner

I selected Robert because of his crisp, modern, minimalist design skills.

Robert was terrific at capturing the essence of the brand that we are trying to build in our logo, colors and related brand elements. I appreciated his flexibility and willingness to adapt to my schedule and other constraints while maintaining a high level of quality, well-conceived design output.

Robert's initial designs will be strong and lasting enough to carry us into future re-designs of web sites, product literature and other brand extensions.

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