

DEREK ROBINSON

UX/UI DESIGNER
FRONT-END WEB DEVELOPER
FRONT-END WEB DESIGNER
SENIOR DIGITAL DESIGNER

PROFILE

Senior Digital Design professional experienced developing and implementing digital design collateral for print, web, and mobile, with a sophisticated ability to understand user engagement and acquisition through effective design and implementation. I seek to partner with an organization to leverage my strategic vision, business acumen, diverse toolset, and artistic talent to deliver high-impact print, social media, user experience, user interface, and web marketing campaigns.

CONTACT

+1 (404) 941 4472
DEREK-ROBINSON@LIVE.COM
ABOUT.ME/HEAVYBREA
LINKEDIN.COM/IN/DEREKMROBINSON
TWITTER.COM/HEAVYBREA
BEHANCE.NET/HEAVYBREA

SKILLS

UX/UI DESIGNER



FRONT-END WEB DEVELOPER



FRONT-END WEB DESIGNER



SENIOR DIGITAL DESIGNER



CERTIFICATION

GOOGLE FUNDAMENTALS OF
DIGITAL MARKETING
GOOGLE ANALYTICS
INDIVIDUAL QUALIFIED
SUSE CLOUD-NATIVE FUNDAMENTALS

EXPERIENCE

LEAD DESIGNER, KINGSPAN INSULATION, LLC 2017 - 2021
Lead Digital Designer for United States Insulation Division. Duties include creating brochures and collateral for trade shows, corporate campaigns, and promotional activities for product marketing. Responsible for the 2d design, ideation, and implementation of the new United States website utilizing Kentico CMS (from WordPress CMS), NetX, Basecamp, and Wrike. Additional duties include the USA Country Coordinator position offering global supervision and support for US Divisions. Additionally, conducted usability testing and behavior evaluations using Hotjar, AHREFS, user-centered design principles, and A to B testing. SEO implementation, and measuring and optimizing Google Analytics and digital marketing strategies. Tasked with creating email marketing campaigns and automation using ClickDimensions & Microsoft Dynamics CRM. Daily work collaboration with Marketing Manager and International Super User team in multiple roles including Project Manager, liaison for website updates, print vendors, photographers, and digital agencies.

SENIOR GRAPHIC DESIGNER, CREATIVE CIRCLE 2016 - 2017
Senior Graphic Designer contract position working with Marketing Manager to update and transition current WordPress site to Kentico format. The lead designer of the Kentico website design transition, asset selection, and CMS management. Also created brochures and collateral for trade shows, corporate campaigns, and promotional activities.

GRAPHIC COORDINATOR, SYNERFAC/PRINTPACK 2016 - 2016
Manage and receive production order instructions and artwork from the customer, generate a production order using FileMaker Pro, Communicate a schedule to all people involved, and follow the job through all stages of production and approval processes. Manage multiple jobs at one time - in various stages of production. Coordinates pre-press requirements for customer accounts as well as reviewing electronic artwork for print production. Effective communication at all organizational levels. Serve as liaison between customers, ensuring the customer experience flows smoothly to Printpack and the satisfactory completion of the project. Manage the workflow of customer orders with a clear and concise understanding of tight timelines and exceptional end collateral.

GRAPHIC DESIGNER,
JOHN WIELAND HOMES AND NEIGHBORHOODS 2013 - 2016
The lead graphic designer was responsible for conceptualizing and designing multi-channel campaigns, graphics applications, promotional materials, corporate identity, advertising pieces, and interoffice collateral. Design lead for the company website redesign, implementation, and transition from WordPress to the Sitecore CMS system for website and email marketing. Collaborate with Vice President of Marketing and Art Director to create designs that meet project goals and support brand standards and initiatives. Coordinates with vendors on the web, print, and sales order system creation and interface design.

CREATIVE DIRECTOR/UX DESIGN LEAD,
HEAVYBREA MULTIMEDIA 2001 - 2021

The creative lead designer is responsible for the digital design of various freelance projects—Mentoring and guidance for designers and other members of different design teams. Additional responsibilities include the preparation of visual layouts, brainstorming creative ideas, and project implementation. Design lead on freelance projects consisting of WordPress site design, digital marketing initiatives, prototypes, wireframing, user experience (UX) and interface design (UI), user flows, personas, and usability testing utilizing Figma, InVision Studio, Adobe XD, Sketch, and Google Web Design. Engages with vendors to discuss client requirements, presentation concepts, and the execution of the creative vision; manages all accounts and projects, working within budget and scheduling requirements. Presents completed projects to clients for approval. Various projects ranging from interactive web, email marketing, print, photography, illustration, app interface, motion, and corporate design. An expert-level user of Adobe Creative Cloud.

EDUCATION

SUSE CLOUD-NATIVE FUNDAMENTALS, UDACITY 2021
FRONT-END WEB DEVELOPER, UDACITY 2018
BACHELORS OF SCIENCE GRAPHIC DESIGN, FULL SAIL UNIVERSITY 2013