

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

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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

UX DESIGNER, PAYMENTS + PRICING | EXPERIENCE TEAM, PARAGGELLO, LLC (BEST BUY) 2022 - PRESENT
Contract UX designer responsible for gathering and evaluating user requirements for the Payment + Pricing experience team at Best Buy. Duties include collaborating with product managers, developers, and engineers to create and illustrate design ideas using the UX software Figma. In addition, my responsibilities include creating process flows and graphic user interface elements, like menus and entry points, UI mockups and prototypes that clearly illustrate site updates and revised designs.

Additional responsibilities include preparing and presenting rough drafts and design updates to internal teams and key stakeholders. Identifying and troubleshooting UX problems (e.g., responsiveness and usability). Conducting layout adjustments based on user feedback, usability testing, and internal requests. Design adherence to brand standards and corporate design systems for fonts, colors, and image usage is required. UserZoom, Slack, Microsoft Teams, and Miro are collaboration and communication software used in this role.

LEAD DESIGNER, KINGSPAN INSULATION, LLC 2016 - 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.

CREATIVE DIRECTOR/LEAD DESIGNER, HEAVYBREA MULTIMEDIA 2001 - 2019
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