

ROBIN M. TOWNSEND
Bethlehem PA

SUMMARY

As an award-winning creative professional, I am enthusiastic, production-oriented Multimedia, graphic & website designer/developer with an abundant background in graphic design. I am a high achieving team leader with extensive experience consulting and interacting with customers; a self-starter who excels where exceptional organization and independent decision making are required. Strong in concept, design, and production, my campaigns create and ensure lasting impressions.

Recognized for:

- Over twelve years of experience in the advertising, communication and marketing industries.
- ACE B2B Award Recipient – Best Website HTML, Best Banner Ad, Best Corporate Promotion Video and second place for proprietary artwork used across all marketing platforms.
- Domestic & International Advertising - Providing a consistent and cohesive look-n-feel of corporate branding for company's marketing material throughout all advertising Medias.
- Specializing in large format graphics & tradeshow booth displays – Known for well-balanced, eye-catching and innovation designs for both domestic & international.
- Exceptional at meeting deadlines and working under pressure to deliver the final product.
- Provides innovative designs and website solutions that exceed customer expectations.
- Bringing creative ideas from concept and design through implementation and construction also sharing creative ideas to help fellow designers with beginning layouts for websites and print media.
- Consulting closely with advertisers to identify their preferred site style, colors, photos and navigation to meet customer-specific needs.
- Educating clients on basics of web design and development, such as browser issues, hosting companies, Emails, URL registration and site optimization.
- Exceptional leadership on projects through initiative, self-direction, and close attention to time constraints.
- Contributions: Leadership, Business Start-up/Organization, Customer Service since 2001.
- Participates in conference calls and meetings with potential clients during the presale process to help sell them on capabilities for advertng services.

Proficient In:

Adobe Photoshop CS5, Adobe Illustrator CS5, Large Format Graphics, Digital Imaging, Photography, Graphic Design/ Original Art/ Layouts/ Story Broads, Video Editing, Video Production, Adobe Dreamweaver CS5, Adobe Flash Professional, Premiere Elements, Quark Express, FTP Software, Microsoft Office, SEO - Search Engine Strategies Consulting, Site Construction/ Navigations Structural design. PHP/ JavaScript/ HTML.

PORTFOLIO

Websites, Banners, & Movies:

Consulted with clients to design or redesigned websites including, website layouts, strategize and developed user friendly navigational paths, created original graphics, logos and photographed products. Provided digital imaging and SEO. *Worked with backend programmers to design an efficient eCommerce website.

- **Training Video (Flash) for MSI** - www.machinesolutions.org/trainingVideo
- **BMA ACE Award - BEST Internet Ad (MSI)**, www.machinesolutions.org/InternetAd
- **New 2012 Corporate Website (MSI)**, www.machinesolution.com
- **New 2012 Chinese Version Website (MSI)**, www.machinesolutions.com/MSI-Chinese-Site/index.htm
- **NAU Lumberjack Athletic Associations** - www.wineanddineinthepines.com
- **Mary Kane** - www.marykanereikimaster.net

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- **Leslie Freeburg** - www.chantwithleslie.com
- **Susan Turis** – www.yogawithsusanturis.com
- **Micro Molding Inc.** - www.micromoldinginc.com
- **MedConnection LLC** - www.medconnection.net
- **Katrina Pelekanakis** – www.katrinapyoga.com
- **Richland Glass Company**, www.richlandglass.com
- **DA Swiss**, www.DASwiss.com
- **Blanski Mobile Boiler Systems**, www.blanski.com
- **ALP Industries (And Spanish version website)**, www.alpind.com
- **Precision Ball Specialties (PBS)**, www.precisionballspecialties.com
- ***Dryer Co.**, www.dyergage.com

WORK HISTORY EXPERIENCE

B2B Design & Development LLC, Haverford, PA 2000 – 2005

Web/Graphic Designer & Developer – Team Leader

Responsible for designing, development & coding of print ads, catalogs, internet ads and websites for advertisers of Thomas Register, an industrial manufacturing publishing company. Consult with clients to understand their web needs and determine an appropriate website design to meet those needs. Utilize client feedback, brochures and preprinted client materials to design site layouts and graphics to communicate look and feel of business. Work with client to identify effective navigational schemes appropriate to target audience.

- Developed step-by-step guide to help clients understand the website creation process and set developmental timeframe expectations.
- Educated clients on basics of web design, such as browser issues, URL registration and optimization.
- Participated in conference calls and meetings with potential clients during the presale process to help sell them on B2B's capabilities.
- Ensured websites were accessible from a variety of different environments and converted photos/graphics to web-friendly format.

Business Start-up/Organization Contributions:

- Initiated and developed consistent workflow approaches, methodologies and processes to maximize productivity and effectiveness for B2B.
- Redesigned for 2003 B2B exciting website.
- Developed online forms and PDF files for the submission of work requests by Reps – 100% of work requests are submitted using these forms.
- Functioned as the go-to person for Reps and Staff for help solving problems and answering client questions.
- Developed training tools for reps to use with advertisers to help them understand new site features.
- Proactively notify Sales Reps of upcoming deadlines to minimize delays.

Leadership Contributions:

- Managed the hiring process for full- and part-time employees including interns.
- Developed job descriptions, determined ad placement, prescreened over 250 resumes, identified interviewees, set up interviews and participated in interview and determination process.
- Set up work stations for new employees, included setting-up the computer, installing all software and ensuring connections were working.
- Provided training and supervision to new staff members.
- Developed orientation materials to explain appropriate client contact, basic website production stages, how to develop sites that meet Thomas Register Specifications, how to upload to Thomas Register and how to obtain help from Thomas Register.
- Reviewed and distributed new work based on employee skills development needs and workloads, took on harder sites and difficult clients while they were in the learning curve.
- Proactively offer help to other designers to prevent backloads and ensure projects are completed in a timely manner.

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PROFESSIONAL INDEPENDENT CONTRACTOR EXPERIENCE

>> www.RMTDesign.com – “Online Resume & Portfolio”, provides samples of some of the latest work I have completed, which includes: website development, All forms of print media such as brochure, catalogs, business cards, digital (internet) ads, motion graphics, digital imaging and photography. Site is actively being updated.

o **Freelance Graphic & Multimedia Designer: Since 1989 – Present**

I have designed and created for all types of companies from, "Mom-&-Pop" shops to very large international corporations, such as: Machine Solutions Inc., 3M, TYCO, HONEYWELL, and FLEXLINK.

My expertise includes hands-on design (from concept through completion), organization, speed, and efficiency. I can deliver the project on time and provide satisfied customers for your organization.

Graphic designs, Story boards, Layout designs and Development, from start to finish website construction; Large Format Graphics, Tradeshow Display Booth Graphics, Print Ads, Advertisements, Business Cards, Brochures, Catalogs, Flyers, Logos, Signs, T-shirt Graphics, Personalized Invitations and Birthday Cards for business and personal applications, Internet Banners, eNewsletters, Buttons, Animated GIFs, Flash Movies.

Webmaster for the following companies:

o **Machine Solutions Inc., (MSI), www.machinesolutions.com**

BMA ACE Award - BEST HTML Website

Summary: I have been working with MSI for over 10 years now either as a hired employee or on a contract bases, creating and developing artwork for both print and digital (internet) media. With establishing corporate branding elements and standards, I have developed hundreds of international and domestic materials, starting with the initial concept to a finished project and from large format tradeshow graphics production to small digital tile ads creation.

Details: Developed corporate website for company based in Flagstaff AZ. On a consistent basis I update and maintenance corporate website and enhancing sites SE ranking (SEO). I designed and developed entire projects from start to finish, and provide a consistent “corporate branding” across all media material. Polished, savvy graphic designer /webmaster, meets deadlines, influential communicator, working closely with the Director of Global Marketing / marketing team for the last 10 years to maintain corporate branding throughout advertising materials for both print and the internet media. As acting multimedia designer I create all advertising materials, from concept through completion. I lead efforts and develop such artwork as; Spreads, wrap ads, print inserts, print ads, Covers, large format graphics, tradeshow booth graphics, trade show displays, light box signs, digital ads, Videos, Flash banners and ads, monthly eNewsletters, photo optimization and digital imaging. Designed product catalog for 2009 and created corporate brochure 2010. Designed and development new 2012 corporate and Chinese version websites.

Contact/ Reference: Jason Cornwall, jcronwall@machinesolutions.com

o **katrinapyoga.com**

Designed and developed a comprehensive website, startup project in 2010. As acting webmaster for the last year, I have performed all updates and site maintenance, while developing and maintaining the websites continuity. Including consistently enhancing sites SE ranking (SEO) and social networks.

Contact/ Reference: Katrina, info@katrinapyoga.com

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INTERNSHIP

Philadelphia Magazine 2000 – 2001

- Weekly hand coded HTML/JavaScript/CGI programming updates to magazine's website (SQL database / Red Hat Enterprise Linux), as well as optimized and resized images and photos in Photoshop for website use. Assisted in server administration. Cleaned and organized file structure.

Philadelphia Zoo 1998 – 1999

- Implementation and installation of graphics on to signs, banners, and posters. Painted signs, bridges & walls of animal and children murals. Prepared final packaging for marketing material. Laminated and mounted logos and symbols. Delivered art materials and documents to fellow Zoo colleagues. Cleaned and organized closets, store room, and office of artwork, and supplies.

EDUCATION

Brookwood Media Arts 2002 – Present

- Ongoing education classes for the newest version of software (Adobe CS Products) include: Flash Professional: Rich Media Design, Application Development, Advanced Application Development, Flash Video Development. Dreamweaver: Advanced Application Development, Flash Video Development.

Berkeley Computer Training 1999 – 2000

- Webmaster - Web Design & Development Certification Program. Course work includes: Exploring the Internet, Design Fundamentals for the World Wide Web, Graphic File Formats, Photoshop, Scanning, Advanced HTML, Web Authoring Editors, Web Design Development, Ethical and Legal Issues of the Internet, Web Graphic Design, Web Development Tools, Animation, JavaScript, Project Management for the World Wide Web, Introduction to Web Server Administration, Introduction to XML and CGI Scripting.

Community College of Philadelphia (CCP) 1996 – 1998

- Art & Design Program: Drawing I, Drawing II, Drawing III, Ceramics I, Three-Dimensional Design I, Three-Dimensional Design II, History of Art I, Painting I, Design I, Design II, Introduction to Computer Art/Graphics, Graphic Design I, Graphic Design II, Visual Communication.