

ROBIN M. TOWNSEND
Allentown PA

SUMMARY

As an award-winning creative professional, I am an enthusiastic, production-oriented, interactive, graphic & website designer, with an abundant background in digital and graphic design. I am a high achieving team leader with extensive experience consulting and interacting with team members and customers; a self-starter who excels where exceptional organization and independent decision making are required. I thrive on thinking outside the box. Strong in digital concept, design, and production, my campaigns create user experiences that ensure lasting branded impressions.

Recognized for:

- **Providing innovative visual solutions** and creative production that exceeds team and customer expectations.
- **Solid experience** in digital approaches, strategizing, and developing interactive media solutions and web design standards for UX design utilizing best practices.
- **Collaborates and shares** creative ideas, tools and techniques to help implement project with fellow digital marketing team members.
- **Powerful ability to communicate** with programmers and IT teams to ensure final product matches approved design and functionality.
- **Delivers and maintains** corporate identity to ensure digital design consistency and brand integration across all media.
- **Consult team leaders** on UX and UI methods, and educates fellow team members on digital designing and development best practices, responsive mobile design, navigation architecture and structure, social media, browser issues, and SEO.
- **Experience working with CMS and wireframes** such as Bootstrap and DNN Platform (DotNetNuke)
- **Strong understanding** of video production, audio, and animations to develop and implement digital marketing.
- **Experience in developing and managing** feeds and posts for SM channels such as; YouTube, Facebook, Google+, LinkedIn, Foursquare, etc.
- **Exceptional leadership** on projects through initiative, self-direction, and close attention to time constraints, while always striving to stay on top of technology and the newest tools.
- **ACE B2B Award Recipient** – First place award winner for Best Website Design and Development, Best Digital Banner Ad, and Best Corporate Promotional Video.

ADVANCED & PROFICIENT IN THESE APPLICATIONS

Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe FireWorks CC, Balsamiq, Axure, Adobe Premiere Pro CC, Adobe Dreamweaver CC, Adobe Edge Animate CC, Adobe Flash Professional, Adobe After Effects CC, Quark Express, MS Office Suit, Audacity, Google Analytics, Google Webmaster Tools, Constant Contact, TextPad Editor, FTP Software, CSS3/ PHP/ JavaScript/ HTML5, Bootstrap, Font Awesome, CMS DNN Platform and Custom CMS Platform.

EXPERIENCE

Innovative Control Systems, Inc. (ICS) | Wind Gap, PA | 2013 – Present *Digital Designer*

- Working within the ICS Marketing Department in leading the efforts for consistency and successful brand/identity development throughout, concept to finished product, includes all digital marketing media material.
- Lead digital designer in creating and developing both Sparkle Car Wash new responsive website and eCommerce online store. Also Innovative Control Systems' on going responsive landing pages, and new corporate website design using DNN platform, a content management system (CMS). Works closely, orchestrating, and overseeing programmers and implements wireframes, mockups, and changes to site functionality and database, while ensuring that the final product matches the approved design layout and functions.

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- Lead designer in UI (user interface) application development, creating UI graphics for HMI screens on a VFD Panels. Designed UI graphics for car wash management software, WashConnect®, and provided integral mockups for the development of the WashConnect® App for mobile devices.
- Improved all digital and communication material through social media and social networks, branding development, user experience, user interface design, responsive websites, video production, digital ads and PPT presentations, eNewsBlast, promotions and campaigns, print ads, tradeshow graphics, billboards, interactive media, software graphics, and product photography.
- Drove SEO Development and continue to manage online digital marketing campaigns by working with Google Analytics for ICS & Sparkle's websites, tracking website traffic. By using Google Webmaster Tools, Brandify, SEO and SMO strategies, developed keyword and hashtag search capabilities including Google top keywords for the carwash industry. Created and lead efforts in link building opportunities.
- Lead efforts to develop and maintain visibility in SM and to help increase traffic to SM and company's websites. Effectively drove brand awareness through SM by engaging traffic to SM pages using content and custom graphics. Achieved a strong, visible SM presence, while gaining viral organic post. Currently, continuously monitoring online presence and public relations in order to maintain and continue success in SM and community networks such as Facebook, LinkedIn, YouTube, Google+, Google maps, Yelp, Foursquare, Brandfiy, etc.

Machine Solutions Inc., (MSI) | Flagstaff, AZ | 2003 – 2013

Multimedia Designer

Worked for MSI as both a hired employee (2006- 2008) and on a continuous contract bases for many years. Created and developed artwork for both print and digital (internet) media. Established corporate branding elements and standards, developed hundreds of international and domestic advertng material, including large format tradeshow graphics production to small digital tile ads creation.

- Developed a multiple of corporate websites (English and Chinese). Updated and maintained websites, including enhancing sites for SEO.
- Worked closely with the Director of Global Marketing and team. Lead efforts and developed 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, product line videos, flash banners and ads, monthly eNewsBlast and eNewsletters, photo optimization and digital imaging.
- Designed product catalog for 2009 and created corporate brochure 2010.
- Designed and developed new 2012 corporate and Chinese version websites.
- Produced product line videos for 2013 national and international tradeshow.

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

Graphic & Web 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. Consulted with clients to understand their web needs and determine an appropriate website design to meet those needs.

- Developed step-by-step guide to help clients understand the website creation process and set developmental timeframe expectations.
- Ensured websites were accessible from a variety of different environments and converted photos/graphics to web-friendly format.
- Redesigned 2003 B2B 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.
- Managed the hiring process for full- and part-time employees including interns.
- 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.

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Professional Independent Contractor | 1989 – Present

Freelance Graphic & Multimedia Designer

Expertise includes hands-on design (from concept through completion), organization, speed, and efficiency. Designed and created for all types of companies such as Machine Solutions Inc., 3M, Tyco, Honeywell, and Flexlink Inc.

Projects include, but not limit to; Digital and Graphic Designs, Story boards, Print and Digital Layout Designs, Graphic Interfaces, Website Construction and development, Large Format Graphics, Tradeshow Display Booth Graphics, Digital and 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 and eMailBlast, Digital Buttons, Animated GIFs, Flash Movies, Flash Graphics, Video Production, Wall Murals.

- **SIGN-A-RAMA of the Lehigh Valley | Whitehall, PA | 2012 – 2013**

Graphic Designer

Designed and produced large format graphics for the commercial sign industry. Worked with sales force and customers from start to finished projects that included creating digital art for large format printing. Created graphics for point of purchase displays and large banners. Production included designing, fabrication and assembly of vinyl output, printer output, weeding and masking.

- **Symple Surgical Inc., (SSI) | Menlo Park, CA | 2013 – 2014**

Multimedia Designer

Design and development of a SEO Friendly Responsive Landing Page to represent company. Integrating into a responsive design interactive functions, such as, a slideshow banner, tweeter feed, embedded YouTube Video and SlideShare presentation. Installed SM and SN share and follow buttons. Installed Google Analytics for tracking. Worked closely with programmer to ensure responsive and interactive functions matched approved final design.

EDUCATION

- **Northampton Community College | 2015**

Digital Video making Certification Program - DSLR Video Basics, Camera Movement for Video Production, Single Camera Video Production, Lighting for Video Production, Audio Recording for Video Production, Digital Video Editing Introduction, Shooting an Interview on Location, Building an Audience on YouTube and Vimeo.

- **Brookwood Media Arts | 2002 – 2010**

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