



# JOEL H. ROBINSON

914-886-2878

joel@jhrdesigner.com

www.jhrdesigner.com

www.linkedin.com/in/joelhrobinson

## PROFESSIONAL SUMMARY

---

Imaginative graphic designer skilled in marketing design, logo design, and digital design. Known for adaptability and collaboration, I tackle problems with a playful approach, leveraging my unique perspective for creative concept ideation.

## SKILLS AND TOOLS

---

- |                          |                        |                        |                            |
|--------------------------|------------------------|------------------------|----------------------------|
| ● Marketing Design       | ● Adobe Creative Suite | ● HTML/CSS             | ● Adaptability             |
| ● Logo Design            | ● Adobe Illustrator    | ● Figma                | ● Creative Problem Solving |
| ● Digital Design         | ● Adobe InDesign       | ● Wordpress            | ● Concept Ideation         |
| ● Print Design           | ● Adobe Photoshop      | ● Canva                | ● Collaboration            |
| ● Brand Design           | ● Adobe XD             | ● Microsoft Office     | ● Communication            |
| ● Layout and Composition | ● Adobe Premiere Pro   | ● Microsoft Powerpoint | ● Design Thinking          |
|                          | ● Adobe After Effects  | ● Google Slides        |                            |

## WORK EXPERIENCE

---

### DesignyGuy Geekery

Long Beach, NY

*Owner and Head Designer*

*Aug 2021 - Present*

- Established and manage a successful online business specializing in fan merchandise, featuring a diverse range of products, including 3D printed cookie cutters, keychains, cosplay templates and accessories, stickers, and apparel.
- Leveraged market research skills to identify potential opportunities in a niche market, becoming profitable in only 9 months.
- Enhance customer satisfaction through prompt responses, issue resolution, and proactive feedback gathering, driving continuous product improvement.

### Clarim Media/Worth Media Group

New York, NY

*Multimedia Designer*

*Jun 2022 - Mar 2023*

- Served as the sole designer for Worth Media Group and its affiliated companies, Techonomy, Worth, and CDX, ensuring a cohesive brand presence across all marketing materials.
- Crafted engaging marketing collateral for digital and print platforms, including social media, email campaigns, display ads, and print magazines.
- Produced compelling digital and print assets for in-person events, such as logos, badges, programs, signage, giveaways, presentation decks, and speaker graphics.
- Proficiently edited video content, enhancing the visual appeal of in-person and virtual sessions.
- Collaborated effectively with external vendors to maintain high-quality standards and meet project deadlines.

### Contentsquare

New York, NY

*Junior Marketing and Motion Graphics Designer*

*June 2018 - June 2019*

- Led the design efforts for the US branch, establishing a distinct graphic identity within brand guidelines.
- Designed impactful marketing graphics for social media, email marketing campaigns, and print direct mail initiatives that increased incoming leads by 15%.
- Created visually appealing multi-page reports and whitepapers for print distribution, designing bespoke infographics to showcase data and insights effectively and creatively.
- Produced dynamic motion graphic advertisements, enhancing brand visibility and engagement.
- Collaborated seamlessly with international marketing teams in London and Paris, ensuring a consistent brand presence.
- Established and led weekly marketing brainstorming sessions, fostering a creative and collaborative work environment.

## EDUCATION

---

### Lehigh University

Bethlehem, PA

*Bachelor of Arts*

*May 2017*

*Major: Graphic/Industrial Design*

*Minor: Entrepreneurship*