

Joel Robinson

joel@jhrdesigner.com | (914)-886-2878 | www.jhrdesigner.com | www.linkedin.com/in/joelhrobinson

WORK EXPERIENCE

Legeard Studio *Graphic Designer*

Feb 2025 – Sep 2025
New York, NY

- Developed and oversaw the studio's brand identity, ensuring graphic consistency of customer-facing collateral through the implementation of templates and brand identity guidelines documentation.
- Designed marketing collateral such as brochures, pitch decks, business cards, and project documentation to support business development and client presentations.
- Produced digital and print materials for social media, website, and events, enhancing audience engagement and brand visibility.
- Worked cross-functionally with interior designers, executives, and clients to design custom wallpapers and signage to be installed as part of redesign projects; and produced accompanying marketing and pitch materials.
- Directed photography shoots of finished interior spaces, curating the compositions and angles to best display the elegance and quality of the studio's interior design work for the company's portfolio.

Clarim Media/Worth Media Group *Multimedia Designer*

Jun 2022 – Mar 2023
New York, NY

- 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 *Junior Marketing and Motion Graphics Designer*

Jun 2018 – Jun 2019
New York, NY

- 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.
- Established and led weekly marketing brainstorming sessions, fostering creativity and collaboration.

EDUCATION

Lehigh University *BA; Major: Graphic/Industrial Design; Minor: Entrepreneurship*

Bethlehem, PA

SKILLS AND TOOLS

Skills: Marketing Design; Logo Design; Digital Design; Print Design; Brand Design; Visual Identity Design; Presentation Design; Signage Design; Layout and Composition; Typography; Photography Direction; Adaptability; Creative Problem Solving; Concept Ideation; Collaboration; Communication; Design Thinking

Tools: Adobe Creative Suite; Adobe Illustrator; Adobe InDesign; Adobe Photoshop; Adobe XD; Adobe Premiere Pro; Adobe After Effects; HTML/CSS; Figma; Wordpress; Canva; Powerpoint; Google Slides