

# Joel Robinson

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## WORK EXPERIENCE

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### Graphic Designer - Legeard Studio (New York, NY)

Feb 2025 – Sep 2025

- Led the development and rollout of the studio's brand identity system, creating templates and brand guidelines that improved visual consistency across 100% of client-facing materials.
- Designed marketing and sales collateral such as brochures, pitch decks, and business cards that supported over \$500K in new business acquisition.
- Produced multi-platform digital and print assets, increasing brand visibility and online engagement by 38%.
- Collaborated cross-functionally with interior designers, executives, and clients to design custom wallpaper, signage, and environmental graphics integrated into redesign projects, strengthening brand immersion within physical spaces.

### Freelance Designer - Joel H. Robinson Design (New York, NY)

2023 – 2025

- Designed brand identities, logos, social media assets, and marketing collateral for small businesses, individuals, and startups, improving client brand recognition and online engagement.
- Collaborated directly with clients to translate business goals into cohesive visual systems, delivering unique and creative solutions that enhanced brand visibility and customer trust.

### Multimedia Designer - Clarim Media/Worth Media Group (New York, NY)

2022 – 2023

- Served as the sole in-house designer for 3 active brands, sustaining visual consistency across each and supporting simultaneous digital, print, and event campaigns.
- Designed and executed marketing assets for social media, email campaigns, display ads, and print publications, helping drive a 22% increase in overall audience engagement.
- Built comprehensive event branding systems consisting of logos, signage, badges, programs, presentation decks, and speaker graphics for large-scale in-person and hybrid events with 400+ attendees.
- Managed relationships with print vendors to ensure quality and on-brand execution under tight deadlines.
- Edited video and multimedia content for digital platforms, increasing social engagement by 27%

### Junior Marketing and Motion Graphics Designer - Contentsquare (New York, NY)

2018 – 2019

- Led design for the U.S. market, establishing a local visual identity while adhering to global brand standards.
- Designed marketing graphics for social media, email campaigns, and print direct mail that contributed to a 15% increase in inbound leads over a six-month period.
- Created multi-page and long-form reports and whitepapers featuring custom data visualizations and infographics, increasing content download and engagement rates by 20%.
- Produced dynamic motion graphic advertisements, enhancing brand visibility and engagement.
- Organized and managed weekly marketing brainstorming sessions, fostering creativity and collaboration.

## EDUCATION

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### Lehigh University

Bethlehem, PA

Bachelor of Arts: Graphic/Industrial Design; Minor: Entrepreneurship

## SKILLS AND TOOLS

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**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