

George Robinson

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SUMMARY

Senior Graphic Designer with 20 years of extensive experience in print and digital design. Experienced in developing visuals and creating assets to deliver creative solutions for the client's needs. Skilled in leading teams, managing project timelines, and delivering high-quality design. A natural focus towards finding solutions and generating ideas for enhancement.

EXPERIENCE

Senior Graphic Designer | Bausch Health - Contracted under Cella, Inc. | Bridgewater, NJ | March 2022 - March 2023

- Developing educational materials for distribution to healthcare professionals across multiple pharmaceutical brands.
- Producing and enhancing promotional videos utilizing After Effects for both internal and external clients.
- Designing and troubleshooting representative triggered emails using HTML5 and CSS inside Veeva Vault.
- Modifying and troubleshooting banner ads for use in web advertising across multiple pharmaceutical brands.

Visual Identity Manager | Shuffle SEO | Bristol Township, PA | July 2019 - November 2021

- Design Manager of all client-facing materials, including social media blasts, email marketing, and internal/external branding.
- Coordinating with Marketing Director and design teams to develop concepts and style guides for internal design and external advertising using social media.

Senior Graphic Designer | The Hibbert Group | Trenton, NJ | August 2012 - April 2019

- Design manager for NFL Auction social media campaign, including oversight of all art direction per style guides, resulting in a 275% increase in followers.
- Senior Designer on all materials and internal rebranding, including logo design, web and print assets, posters, banners, email blasts, presentation decks, web portals, and video presentations.
- Creating and troubleshooting email assets with HTML and CSS for use in marketing via email blast to an average of 30,000 recipients.

Senior Variable Data Programmer | The Hibbert Group | Trenton, NJ | July 2007 - August 2012

- Technical Lead on all projects related to internal system conversion from Opus Elixir to XMPie variable data framework, increasing output performance by 80%.
- Oversight of all systems associated with the Xerox iGen print production system.
- Training Junior Associates on all systems and internal procedures.

Variable Data Programmer | The Hibbert Group | Trenton, NJ | April 2004 - July 2007

- Programming lead on new framework for the data entry center using Visual Basic, improving key-capture quality and program speed, while also improving overall system reliability. System installed in 2005, in use until August, 2021.
- Creating direct mail pieces for production print runs using Opus Elixir and XMPie variable data software.
- Proofreading for all client-facing documents, including bank statements and checks.
- Working with Xerox production systems to increase output speed for all production printers including Xerox DocuColor, DocuPrint, and iGen production systems, resulting in a 150% increase in printing volume.

Print Production Specialist | The Hibbert Group | Trenton, NJ | March 2002 - April 2004

- Technical lead of the installation and production of Xerox DocuColor and DigiPath printing systems, increasing department revenue by 240%.
- Connecting Solimar Print Director with Xerox DocuColor systems to increase printed color output by 40,000 impressions per week.
- Maintaining print production runs and troubleshooting basic printer-related problems.

PROJECTS

Branding and Promotions | New Era Barbershop | March 2016 - January 2023

- Created a new logo for both internal and external marketing.
- Developed and produced print and digital materials for advertisement.
- Creation of large-format print materials for building signage and advertisement.

Digital and Print Brochure | Friends of Barnabas Foundation | October 2021 - October 2021

- Developed the client's annual print brochure, advertising a black-tie gala with a print run of 2,000 mail pieces.
- Created a digital version of the print brochure to use in website and email advertisement.

Branding, Social Media, and Website Design | Ricky's Auto Salvage | August 2019 - September 2019

- Developed new branding and logo for external advertising on a fleet of 10 vehicles.
- Developed and disseminated promotional content across Facebook, Instagram, and Twitter, creating a 10% increase in sales and inventory.

Logo Design | Freelance Projects | September 2005 -April 2023

- Creating brand identities through logo design for numerous local businesses and individuals, across diverse marketing sectors.

SKILLS

Adobe Creative Suite: Photoshop, Indesign, Illustrator, Dreamweaver, XD, After Effects, and Acrobat

Front End: HTML5, CSS, Javascript, GreenSock Animation Platform, Divi Builder

Email Campaigns: HTML/CSS, Design and Execution, Veeva Vault, Marketo, Salesforce

Variable Data Programming: XMPie, Opus Elixir, Captiva Formware, Solimar Print Director

Microsoft Office Suite: Word, Excel, Powerpoint

MacOS: Pages, Numbers, Keynote

Project Management Software: JIRA, Trello, Confluence, Veeva Vault

Printing Systems: Xerox iGen, DocuPrint, DocuColor, EPSON Wide Format (P8000 Series)