

Todd Robertson

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An imaginative, dependable problem-solver with many years of design experience in web and print. A quick learner who produces quality work. Proficient in design, typography as well as many multimedia applications and languages. Has the ability to handle multiple jobs while maintaining tight deadlines.

AWARDS

2013 *W3 Awards*
Silver
Communications Website
Sharpthink.com

2013 *W3 Awards*
Silver
Email Marketing
NYU Stern MSBA

2013 *Communicator Awards*
Gold
Marketing Website
Sharpthink.com

EXPERIENCE

Millennium Communications, Syosset, N.Y.

June 2014-May 2016

Senior Designer

- Strategized, conceptualized and produced materials that helped to further and fulfill clients' marketing initiatives.
- Took projects from a wireframe concept to a developed website.
- Produced unique campaigns for clients such as JPMorgan Chase, Chase, Ritz-Carlton Rewards Card, Entenmann's, New World Pasta
- Crafted proposals and presented with clients.
- Gave art direction to designers and developers..

Sharp Communications, Inc., New York, N.Y.

2010-2013

Digital Designer and Developer

- Designed web sites, landing pages, banner ads, HTML emails, print advertisements, direct mail.
- Collaborated with art directors, copy writers and media planers.
- Produced unique campaigns for clients such as Sotheby's, Cosentino (Silestone), Columbia University, New York University, Trium Global EMBA, Triplespot (AAA), Property Room, Talmage LLC, G100 Network.
- From wire frame concepts to finished projects: designed, coded and maintained websites.
- Designed and developed custom Wordpress templates, Facebook apps and Twitter integration.
- Coded with SEO best practices. Run reports in Google Analytics / Webmaster Tools.
- Crafted proposals and presented with clients.

Target Group Media, Long Island, N.Y.

2009-2010

Web Designer

- Designed web pages, banner ads, brochures, email blasts, menus, print advertisements.
- Coded, updated and maintained websites.
- Coded with SEO best practices.

HarperCollins Publishers, New York, N.Y.

2001-2009

Senior Designer

Designer

- Commissioned freelancers and photographers.
- Art directed and mentored junior designers.
- Suggested cost saving initiative saving a projected \$250 per proof.
- Designed hardcover and paperback books.
- Translated art directors and authors concepts into finished books.
- Maintained budgets.
- Prepared files for prepress/production.

COMPUTER SKILLS

Software

- InDesign
- Illustrator
- Photoshop
- Sublime Text
- Codekit
- Google Web Designer
- Dreamweaver
- After Effects

Languages

- CSS 3
(Responsive design)
- SASS
- HTML 5
- PHP
- MYSQL
- Jquery
- XML

Frameworks / CMS

- Twitter Bootstrap
- Cake PHP
- CodeIgniter
- Wordpress
- Joomla
- Drupal
- Expression Engine

Other

- SEO
 - Google Analytics
and Webmaster Tools
 - iContact
 - Constant Contact
 - Mailchimp
 - InVision
 - Jira
-

EDUCATION

Associate of Applied Science, Advertising Design
Fashion Institute of Technology, New York, NY

Continuing Education

Advanced Flash
Advanced Dreamweaver
Final Cut Pro
School of Visual Arts, New York, NY
Member of Lynda.com

FREELANCE EXPERIENCE

Art directed/designed/produced projects and/or maintained websites for such clients as: Simon and Schuster, Bravo, amNewYork, The New York Society for the Prevention of Cruelty to Children, Fire Island Ferries, Carlyle On The Green, Lori Hamlin Makeup and Pierre Fabre Dermo-Cosmetique USA.
