



# ROBIN KEAN

## GRAPHIC DESIGNER

### CONTACT

 410-960-2944

 robinkean32181@gmail.com

 <https://robinkean.wixsite.com/portfolio>

### EXPERTISE

- Adobe Creative Suite
- Figma
- HTML
- CSS
- WordPress
- BaseCamp
- Jira
- Midjourney
- Stable Diffusion
- Microsoft Suite
- Google Slides
- Thinkific
- ClickFunnels
- Hubspot

### CERTIFICATIONS

**Hubspot Academy** - Digital Marketing  
**Hubspot Academy** - Email Marketing,  
**Hubspot Academy** - Growth-Driven Design  
**Hubspot Academy** - Social Media Marketing  
**ECertification** - HTML5  
**ECertification** - Web Design  
**LinkedIn** - Adobe Photoshop  
**LinkedIn** - SEO Optimization

### EDUCATION

**The Art Institute of Pittsburgh**  
B.S. Graphic Design  
**The Community College of Baltimore County**  
A.A.S. Graphic Design

### WORK EXPERIENCE

#### Digital Marketing Designer

Agora Financial - Paradigm Press Group

2023-2024

- Collaborated with cross-functional teams to design layouts for technology and financial reports to be viewed through the website.
- Expertise in crafting visually engaging infographics, web graphics, and video graphics to elevate communication and audience engagement for VSL (video sales letters).
- Communicated effectively through Monday and Basecamp. Updated website with Contentful and AWS.
- Demonstrated ability to contribute innovative design solutions in a collaborative environment, meeting project deadlines and translating complex information into visually captivating designs for landing pages and online promos.

#### Digital Marketing Designer

Market Traders Institute

2022-2023

- Spearheaded brand-consistent creative ideas for eLearning and financial products, ensuring alignment with company objectives.
- Conceptualized, maintained, and delivered digital design solutions in WordPress and ClickFunnels, integrating UX/UI strategies.
- Collaborated with cross-functional teams to translate conceptual ideas into visual designs on ELearning platforms like Thinkific.
- Ensured exceptional user experiences in design work, conducting A/B tests on display ads to optimize designs and boost click-through rates in sales funnels, leveraging data-driven insights for enhanced conversions.
- Product Design for Elearning course collateral

#### Senior Graphic Designer

Agora Financial - New Market Group

2017-2022

- Produced diverse graphic content for the healthcare industry including illustrations, infographics, reports, and packaging.
- Crafted web graphics, banners, and space ads while maintaining and designing on WordPress.
- Led UX/UI design and strategy initiatives, ensuring brand consistency across marketing projects.
- Managed graphic designs from conception to maintaining image database, facilitating communication between marketing and design teams, and staying abreast of industry developments.
- Product design for vitamin supplements

#### Graphic Designer

Freelance / Contract

2017-2022

- Support subproject planning, budgeting, and vendor selection, while supervising team members and tracking overall progress.
- Define targets and objectives, interpret specifications, and monitor timelines, addressing potential issues.
- Provide graphic design services including website graphics, flash banners, print materials, and signage design.
- Manage website development, maintenance, and content updates, collaborating with copywriters and evaluating improvement options.
- Worked for J.G. Edelen Co., Milner-Fenwick, and Alder Display

#### Graphic Designer / Photographer

Diamond Comics

2009-2017

- Design and layout of several national publications and catalogs
- Designed posters, trade show materials, and graphics for Diamond Comics website.
- Collaborated on different marketing collateral for publications
- Photographed and retouched catalog items