

# Robert Oxley

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2203 Spansail Dr.  
Apt. 30  
Niles, MI 49120

cell 269.930.2383  
robert.at.oxley@gmail.com

## Experience

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[Web Designer](#) • Tire Rack • South Bend, IN • September '12 to Present

For the past few years I have been working at Tire Rack on both B2B and consumer facing products. I have been designing for the various websites, email marketing campaigns, off-site advertising, and on-site promotional programs. Some highlights included:

- Designed and implemented new features across numerous sites.
- Helped redesign the entire retail experience.
- Coordinated and reviewed all CSS for the retail redesign.
- Redesigned and implemented retail email campaigns.
- Designed off-site advertising.
- Designed and implemented on-site promotional and incentives programs.

## Capabilities

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I have experience handling many diverse projects at the same time, and ensuring that all of them meet their deadlines. Through research, testing, and feedback I work to ensure every experience I design enables the user to meet their goals in an easy and satisfying way.

## Proficiencies

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[Photoshop](#)  
[HTML5](#)

[Illustrator](#)  
[CSS3](#)

[InDesign](#)  
[Javascript/jQuery](#)

[Flash](#)  
[HTML Email](#)

## Education

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[Andrews University](#) • Berrien Springs, MI

Visual Communications Major

Bachelor of Fine Arts • Graphic Design (Graduation Spring '12) • 3.6 GPA

## Awards

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[Andrews University](#) • Berrien Springs, MI

Dean's List

Fall '06, Spring '07, Fall '09, Spring '10, Fall '10, Spring '10, Fall '11

## Portfolio Link

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<http://www.oxleycreative.com>