

Robert Oxley

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Experience

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

- Mentored and trained less experienced designers.
- Helped interview and hire new designers.
- Led design and implementation of core features such as product tiles, the tire decision guide, product compare drawer, shopping cart and checkout.
- Led strategy meetings for identifying and analyzing user needs and creating or modifying features to meet those needs.
- Led redesign and implementation of retail email campaigns.
- Led design of off-site advertising.
- Led design and implementation of on-site promotional deals, financing offers, and incentives programs.
- Led professional development and growth programs.

Freelance Graphic Designer • Chicago, IL
(December '10 to September '12)

- Worked on a wide variety of projects from album covers to magazine articles.
- Created entire brand identities for diverse clients.

Capabilities

I excel at handling many diverse projects at the same time, and ensuring that all of them meet their deadlines. Through thorough research, testing, and feedback, every experience I design aims to enable the user to fulfill their goals quickly and easily. By balancing business goals with design space, technical hurdles, and content direction, I strive to create a positive brand experience the user can interface with seamlessly.

Proficiencies

Adobe Creative Suite | **Figma** | **HTML** | **CSS** | **Javascript** | **Git**

Education

Andrews University • Berrien Springs, MI

Bachelor of Fine Arts • Visual Communication (Graphic Design) • 3.6 GPA
(Minor in Computer Science)