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Scott Robison

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📍 Devens, MA
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EDUCATION

Bachelor of Fine Arts (BFA)

Graphic Design

Boston University

August 2004 - June 2008

📅 Boston, MA

SKILLS

- Visual Design
- Brand Identity
- Project Management
- Creative Vision
- Concept Development
- Adobe Suite
- Sketch
- Motion Graphics

AWARDS

This award is achieved for developing an innovative design in a movie.

YEAR 2021
BEST MOTION GRAPHICS
& DESIGN
Telly Awards

WORK EXPERIENCE

Art Director | New England Studios

June 2018 - CURRENT | Devens, MA

- Led a team of 27 designers on a hit TV series, upgrading its visual effects and set design, **contributing to a viewership of 4.6M+ per episode.**
- Directed the brand identity for a film trilogy, increasing its merchandise sales revenue by \$32,901.
- Developed the background design and creative vision for a blockbuster film, which was nominated for 3 design awards.
- Rebranded a historical web series with modern design elements which grew viewership by 26% compared to its last run.

Senior Graphic Designer | Arnold Worldwide

July 2012 - March 2018 | Boston, MA

- Led a team of 6 designers to successfully develop 5+ brand identities, leading to a 34% rise in client retention rates.
- Used Adobe Creative Suite to create prototypes for 7 redesign projects, making all websites **51% easier to navigate as per user feedback.**
- Collaborated with cross-functional teams to create one of the agency's most highlighted work for Sam's Club.
- Managed 2 high-profile projects simultaneously, meeting all budgets while boosting annual sales for both clients by 24%.

Graphic Designer | MullenLowe

October 2009 - February 2012 | Boston, MA

- Designed 47 visual assets, including landing pages and social media graphics, raising user engagement for multiple brands by 28%.
- Handled multiple design projects simultaneously, meeting strict deadlines with a 98% on-time submission rate.
- Crafted illustrations and custom graphics for 8 companies, maintaining a **minimum positive feedback of 92% as per monthly feedback emails.**
- Participated in design workshops for rebranding, ideating an ad creative that inspired the agency's new logo.

Entry-Level Graphic Designer | Genuine

January 2009 - August 2009 | Boston, MA

- Assisted in creating 3 brand guidelines, ensuring consistency across all business visions and themes.
- **Produced original illustrations and graphics for 13 projects,** improving visual storytelling and social media advertisements.
- Presented initial design concepts to 4 clients, incorporating feedback to meet business and project objectives.
- Supported senior designers and art directors to brainstorm 14 design materials, demonstrating adaptability in a fast-paced working environment.