SANDRA ROBINSON

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Skills & Proficiencies

Interdisciplinary

UX Design | Research | Product Design
Basic Android Development | Branding
Conversational Design | Digital Illustration
Page Layout | Graphic Presentation
Email Marketing Design | Image Editing
Image Retouching | Web Design
Content Creation | Photography

Design

Adobe Creative Suite | Figma | VS Code
Github | Canva | Microsoft Office
KeyNote

Engineering

HTML | CSS | JS | PHP | Rasa | Dialogflow
XAMPP | MySQL | Google Cloud

Education

Full Sail University - Winter Park, FL

Bachelor of Science - Graphic Design
March 2020

UEI College - San Diego, CA

Diploma- Networking Technology
June 1997

Certifications

Google UX Design
Google Project Management
HubSpot Digital Marketing
Android App Development
Social Media Marketing

Personal Interests

Travel
Interior Decorating
Exploring Cuisines
Marvel Films
James Patterson Books

Work Experience

Graphic Designer

Motherdear Media | Louisiana
April 2014 - Present

- Developed successful and scalable digital marketing campaigns by utilizing design-thinking strategies and research frameworks.

- Piloted the development of a highly motivating Android app for the Anywho brand, overseeing research, user-centered design, testing, and launch.

- Pioneered ideation, concept implementation, and visual strategy development for organizations and personal accounts, resulting in highly effective website wireframes and prototype designs.

- Created and developed captivating static and animation concepts that complemented video content on social media platforms and website assets generating a high level of engagement and interaction with viewers' understanding of complex topics.

- Designed stunning packaging, image composites, mockups, and illustrated graphics for digital and print concepts, effectively communicating brand messages to the target audience.

- Managed multiple projects simultaneously, ensuring timely delivery of design briefs while working under tight deadlines.

Administrative Assistant

Southeastern Louisiana University - Transportation Services | Louisiana
November 2016 - January 2020

- Provided top-notch clerical, analytical, and customer support to students, community members, faculty, and staff, ensuring high levels of satisfaction and efficient operations.

- Analyzed social media data and engagement to create campaign redesign proposals that increased social media traffic by 60% with eye-catching digital graphics for placement on Twitter, Facebook, and Instagram.

- Streamlined records management by creating and refining report templates using Adobe Creative Suite, Microsoft Office, and Canva.

- Created visually striking digital and print presentations for employee onboarding and orientation, effectively communicating company values and mission.

Communications Officer

Southeastern Louisiana University -Police Department | Louisiana
July 2014 - November 2016

- Collaborated with cross-functional departments, including faculty, and law enforcement personnel internally and externally, incorporating security safety systems with digital alarms and emergency response features, resulting in a 30% reduction in response times.

- Assisted in the management of several databases and customer relationship management (CRM) systems, including data migration, resulting in a 90% increase in time allocation accuracy.

Administrative Assistant

Birmingham Fire and Rescue | Alabama
April 2011 - January 2014

- Developed and implemented a new document management system for training records and certifications, resulting in a 20% reduction in document retrieval time and a 40% increase in data accuracy.

- Collaborated with IT specialists, to design and implement an online class scheduling system with validation and reminder features.

- Coordinated with the Training division to manage and maintain the procurement of database forms for a department of 400 + employees, resulting in a 15% reduction in the overbooking of class schedules.