



# 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 | KeyNote | Microsoft  
Office

### **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.
- Led 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 captivating static and animated designs for social media platforms and website assets, generating a high level of engagement and interaction with the audience.
- Designed stunning packaging, image composites, mockups, and illustrated graphics for digital and print concepts, effectively communicating brand messages to the target audience.

### **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.