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Top Skills

Responsive Web Design
Conversion Optimization
SASS

Christopher Robitalle

Marketing Director specializing in UI-UX Design and Online Marketing

Dubai, United Arab Emirates

Summary

I am a talented UI UX designer/frontend developer/based in Dubai with over 15 years of experience in digital media. I have a diverse set of skills and expertise in both design, frontend development, as well as directing/managing and marketing. I have a strong track record of success, having worked on a variety of high-profile projects for clients including Bank of America, Nike, Tampax, Jeep, Fred Perry, PepsiCo, the NHL, NFL, NBA, Heineken, Subway, Sony, Paramount Movies, Netflix, Audi, Honda, H&M, and many more.

awards:

JCC Innovation Award

x2 IAC award.

Skillset:

After Effect, animation, application design, art directing, branding, business plan development, creative direction, display ads, front-end development, graphic design, HTML CSS JS, Illustrator, logo design, marketing management, marketing plan development, online marketing, photo correction, Photoshop, post production, PPC, Premiere, SEO, social media, UI UX design, UX research, website design, and WordPress.

Experience

Baazex

Marketing Director

January 2025 - Present (4 months)

Dubai, United Arab Emirates

Freelance

Freelance

December 2007 - Present (17 years 5 months)

Dubai, United Arab Emirates

For over 15 years, I have been a driving force in the digital landscape as a freelancer, specializing in managing the online presence and marketing strategies for small to medium-sized businesses. My multifaceted expertise has spanned across various domains, including UI-UX Design, web development, application creation, SEO optimization, and online marketing. I have crafted tailored solutions that resonate with each client's unique needs, whether it's designing visually appealing websites, developing user-friendly applications, or implementing SEO strategies to enhance online visibility. My work in online marketing has encompassed everything from content creation and social media management to paid advertising and email campaigns, all aimed at boosting brand awareness and driving customer engagement. Additionally, I have explored emerging technologies such as blockchain and crypto applications, staying ahead of industry trends and providing innovative solutions. My ability to wear multiple hats and deliver results across different platforms has not only contributed to the growth and success of numerous businesses but also solidified my reputation as a versatile and reliable professional in the field. The journey has been marked by continuous learning, adaptation, and a commitment to excellence, reflecting a career that's as diverse as it is impactful.

Fanitrade

CTO & Creative Director

April 2021 - September 2023 (2 years 6 months)

Dubai, United Arab Emirates

As the Chief Technology Officer at Metacorp LLC since April 2021, I have been instrumental in steering the company's focus towards cutting-edge blockchain technology. Based in Dubai, United Arab Emirates, my leadership has encompassed managing a talented team of 13 employees, coordinating the production of innovative crypto applications, and developing decentralized finance (DeFi) exchanges. My role has not been confined to the technical aspects alone; I have also played a key role in the design, branding, and marketing strategies, including the burgeoning field of Non-Fungible Tokens (NFTs). Together, these efforts have positioned Metacorp as a leader in the blockchain space, reflecting a blend of technological expertise and creative vision that aligns with the dynamic demands of the industry.

Native Touch

Sr. Graphic Designer & Rich Media Developer

2018 - 2021 (3 years)

Toronto, Ontario, Canada

My role consisted in creating engaging Rich media Ads both in App & Mobile Web. From Concept design to development, a wide range of skills such as graphic and UI Design, Javascript Development and video/animation/ This position entitled me to constantly challenging my creativity as client are always looking for the next "outside the box" unique product forcing me to constantly to innovate. Had the opportunity to work with client such as Audi, Telus, SONY & paramount, Subway, CIBC and many more.

Elite Digital Group

Senior Art Director

2015 - 2018 (3 years)

Vaughan, Ontario, Canada

During my tenure as Sr. Art Director at Elite Digital between 2013 and 2016, I played a pivotal role in transforming the company from a small email marketing-focused entity with only 4 employees to a robust digital powerhouse. When I joined, the company's main purpose was email marketing. However, recognizing the potential in design and web, I helped steer the company into these new domains. This strategic shift not only aligned with market demands but also led to rapid growth, expanding the team to over 45 employees within that year alone. My contributions were quickly recognized, and I was promoted to the position of Sr. Art Director. In this leadership role, I managed and oversaw the production of 4 creative teams, catering to high-profile clients such as Fred Perry, JCC, PepsiCo, and NHL. Despite the managerial responsibilities, I continued to contribute individually to meet the high demand, ensuring that our clients received top-notch service in areas like website development, online marketing, and branding. This period marked a significant evolution for Elite Digital, with my efforts at the forefront of this transformation.

Vitamindrip®

Creative Director

2012 - 2015 (3 years)

Vaughan, Ontario, Canada

As the Creative Director at VitaminDrip, I was entrusted with the comprehensive responsibility of building the brand from the ground up. My role encompassed a wide array of creative and strategic tasks, including website development, SEO optimization, marketing strategy formulation, graphic design, and video production and post-production. Starting with a blank canvas, I crafted a cohesive brand identity that resonated with the target audience, ensuring that every visual and textual element aligned with the

brand's core values. The website was meticulously designed and optimized for search engines, while marketing campaigns were executed across various channels to maximize reach and engagement. My hands-on involvement in video production added a dynamic layer to the brand's storytelling, further enhancing its appeal. The success of VitaminDrip stands as a testament to a well-orchestrated symphony of creativity, technology, and business acumen.

Full Media Center

Co-Founder & Creative Director

2009 - 2013 (4 years)

Pickering, Ontario, Canada

As the Co-Founder and Lead Digital Designer/Developer of Full Media Center, I played a pivotal role in establishing Toronto's first walk-in one-stop shop for all digital and print business needs. In partnership with Avtel Media, we held Canada's largest Green Studio, in-house printing, and a Recording Studio, offering a comprehensive suite of services that catered to every conceivable business requirement.

My primary focus was on the digital side, where I led the design and development efforts. From crafting bespoke websites that resonated with clients' brands to implementing lead funneling optimization strategies that maximized conversion rates, my work was driven by innovation, creativity, and a deep understanding of digital marketing dynamics.

While my main role was in the digital domain, I also had the opportunity to step into post-production and After Effects animation at times. This versatility allowed me to contribute to various aspects of our projects, ensuring that the final product was visually engaging and met the highest standards of quality.

The success of Full Media Center was not just about offering diverse services; it was about creating a hub where businesses could find everything they needed under one roof. Whether it was printing, recording, web design, or social media management, we provided a seamless and efficient solution that set us apart in the Toronto market.

My journey with Full Media Center reflects a blend of entrepreneurial vision, technical expertise, and a commitment to excellence that transformed an ambitious idea into a thriving business.

Organic

Jr. Graphic Designer & Animator

2008 - 2009 (1 year)

Toronto, Ontario, Canada

During my time as a Graphic Designer at Canada's largest ad agency, I had the privilege of working on high-profile projects for renowned clients such as NIKE.com, Bank of America, Jeep, and Cherokee.com. My role was multifaceted, encompassing Graphic Design, Flash Animation, and some UI-UX Design.

In the realm of Graphic Design, I was responsible for creating visually stunning designs that captured the essence of each brand. Whether it was crafting advertising visuals for NIKE's latest campaign or designing sleek web layouts for Bank of America, my work was driven by creativity, precision, and a deep understanding of the client's vision.

Flash Animation was another key aspect of my role, where I created interactive and engaging animations that brought digital content to life. My work in this area added a unique flair to the projects, enhancing user engagement and providing a memorable visual experience.

I also had the opportunity to delve into UI-UX Design, focusing on creating user-friendly interfaces that were not only visually appealing but also highly functional. My contributions in this area ensured that the end-users enjoyed a seamless and intuitive experience, whether navigating Jeep's website or exploring Cherokee's online platform.

Overall, my tenure at Canada's biggest ad agency was marked by innovation, collaboration, and a relentless pursuit of excellence. The opportunity to work on such prestigious projects allowed me to hone my skills and contribute to some of the most iconic brands in the industry.
