ROBERT HOPKINS

Senior Digital Designer/Developer

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WORK EXPERIENCE

SENIOR DIGITAL DESIGNER - ALLCAMPUS
2020 - PRESENT

Leading key projects, initiatives and client launches. Design and develop a wide range of collateral for leading universities such as microsites, landing pages, marketing/social media banners, email marketing, brochures and A/B testing.

FRONT-END DEVELOPER & WEB DESIGNER - L2 INTERACTIVE
2006 - 2020

Lead designer for web design concepts, email marketing, microsites and banner ads. In 2016, I was promoted to front-end developer which includes producing HTML, CSS, JavaScript, JQuery and content management for Corporate and Performing Arts clients.

INTERN - NORTHERN ILLINOIS OUTREACH
2006

Designing print marketing materials such as direct mailers and brochures for the university.

EDUCATION

NORTHERN ILLINOIS UNIVERSITY
2003 - 2006

Bachelor of Fine Arts Degree in Visual Communication

HARPER COLLEGE
2000 - 2002

Associates Degree in Art

REFERENCES

JANA YOUNG
Vice President
L2 Interactive
630.677.3853
jana@lynch2.com

DENNIS BASCH
Graphic Designer
L2 Interactive
847.772.0419
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LINDSAY MURPHY
PHP Developer
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815.494.0563
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STUART HOPKINS
Web Engineer
ActiveCampaign
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ABOUT ME

As a Senior Digital Designer at AllCampus, I bring over 19 years of design and develop experience in the web industry to support leading universities. My expertise includes creating websites, landing pages, social media marketing, email marketing, video, brochures, and conducting A/B testing, all with a focus on enhancing user experience and functionality.

With strong skills in graphic design and front-end coding, I collaborate closely to craft visually appealing and effective digital assets. My work reflects a commitment to delivering high-quality designs that align with institutional goals and elevate online presence.

PROFESSIONAL SKILLS

Skill	Level
Adobe Creative Suite	●●●●●●●
Figma	●●●●●●●
WordPress	●●●●●●●
HTML/CSS	●●●●●●●
JavaScript	●●●●○○○
Digital Marketing	●●●●●●○

EXPERIENCE
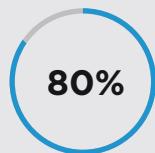
80%	100%	90%
Front-End Development	Web Design	WordPress
19yr	80%	75%
Industry Experience	Video Design	Email Marketing