



# 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  
Camping World  
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 experience in the web industry to design and develop digital collateral that supports 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 engagement 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

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



## EXPERIENCE

