



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
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DENNIS BASCH

Graphic Designer
L2 Interactive
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LINDSAY MURPHY

PHP Developer
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STUART HOPKINS

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ActiveCampaign
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ABOUT ME

I am a Senior Digital Designer at AllCampus. My primary roles at AllCampus include 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. I have been in the web industry for 16 years. Early in my career, I was the lead web designer and front-end developer for L2 Interactive which includes producing HTML, CSS, JavaScript, JQuery and content management for Corporate and Performing Arts companies.



PROFESSIONAL SKILLS

Adobe Photoshop	● ● ● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ● ● ●
WordPress	● ● ● ● ● ● ● ●
HTML/CSS	● ● ● ● ● ● ● ●
JavaScript	● ● ● ● ● ○ ○ ○
Digital Marketing	● ● ● ● ● ● ● ○



EXPERIENCE

