



ROBERT HOPKINS

Senior Digital Designer/Developer

T: 847.927.1395
E: Hopkins511@yahoo.com
W: www.roberthopkinsdesign.com



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
dennisbasch@yahoo.com

LINDSAY MURPHY

PHP Developer
Camping World
815.494.0563
linzswanson@gmail.com

STUART HOPKINS

Web Engineer
ActiveCampaign
630.248.8376
stuart.g.hopkins@gmail.com



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



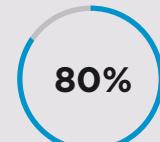
JavaScript



Digital Marketing



EXPERIENCE



Front-End Development



Web Design



WordPress



Industry Experience



Video Design



Email Marketing