

SIMERA ROBERTSON

Visual artist with 5+ years of experience in graphic design and concert photography. I combine technical skills with creative vision to make powerful visuals for brands and music publications. Known for capturing real moments and creating designs that connect emotionally with viewers.

EDUCATION

B.A. DEGREE

Graphic Design

Virginia Commonwealth University
Graduated in 2025

A.A.A.S DEGREE

Visual Art

Brightpoint Community
Graduated in 2019

SKILLS

Design

InDesign
Photoshop
Typography
HTML + CSS
Premiere Pro

Photography

Low-light
Lightroom
Canon System
Retouching
Action Shooting

EXPERIENCE

APRIL 2015 - AUG 2016 | VIRGINIA MUSEUM OF FINE ARTS | RICHMOND VA

M.LiT Museum Leaders in Training Program

- Assisted with exhibition installation and design documentation
- Gained experience in arts administration and museum operations
- Collaborated on exhibition design and public engagement projects.

MAR 2018 - CURRENT | EVENT PHOTOGRAPHY | VARIOUS LOCATION

Freelance Photography + Visual Storyteller

- Collaborated with clients across music, lifestyle, portrait, and product sectors to bring creative visions to life through compelling imagery
- Developed tailored visual concepts and art direction to align with each client's brand identity and aesthetic goals
- Captured and edited high-quality photos using expert knowledge of composition, lighting, and post-production techniques with Canon Rebel T8i DSLR and compatible lenses
- Managed all aspects of production—from location scouting to equipment coordination—ensuring smooth and successful shoots
- Delivered polished, on-brand final assets on time, consistently exceeding client expectations