

CHARLES MCKAY ROBERTSON

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SKILLS

FRONT END DEVELOPMENT

Concept:	Work with clients to identify organizational needs, match message to audience, and clarify design goals.
UI/UX:	Design interfaces for conventional and touch-screen interaction. Create UX flows, storyboards, and wireframes.
Visual Design:	Design comps for large and small screen sizes establishing color palette, typefaces, photo selection, and graphic elements.
Site Development:	Build accessible and performant websites in HTML, CSS, JavaScript, PHP, and Node.js. Versatile in jQuery, SASS, Stylus, Pug, and Gulp. Test for compatibility across devices and browsers.
E-Commerce:	Integrate payment gateways, set up shipping calculators, package tracking, and automated customer emails.
Analytics:	Install tracking, monitor customer behavior and conversion, GDPR compliance.
Information Assurance:	Implement SSL, staging, backups, migration.
Optimization:	Set up caching, minimization, CDN, reverse proxy, test website performance.
SEO:	Build sites to be natively search engine friendly, optimize meta data and alt tags, register websites, purchase ads to reach desired audiences.
LAMP Stack:	Administer Linux servers and MySQL databases, configure Apache and PHP.
Graphic Design:	Identity, advertising, layout, illustration, typography, color theory.
Software:	Adobe Photoshop, Illustrator, InDesign, Final Cut Pro.

WORK EXPERIENCE

SEDIMENT PRESS, LLC — Washington, DC

Owner / Creative Director / Web Developer

May 2012 - present

I founded Sediment Press in 2012 as a design and screen printing company. We provide web and graphic design for small businesses as well as produce screen printed artwork, posters, and cards which we sell online, in stores, and at art festivals.

Client List

Turnaround Arts, Raven PMG, Center Staging, The American Society of Civil Engineers, Live Nation, Muriel Bowser, American Federation of State, Federal, and Municipal Employees, The Del Ray Business Association, DC Modern Design + Build.

Responsibilities

- Design websites, banners, logos, product packaging, posters, advertisements, and business cards.
- Customer service: clear communication, anticipating client needs, quick response time.
- Manage the production of print materials and merchandise for clients, getting estimates and comparing services from different providers.
- Develop products for retail and finding outlets for sale.
- Small business administration: budgeting, accounting, inventory, shipping.
- Setup and maintain file servers for project file archives to be accessible by SSH and AFP.

GOLF COURSE SPECIALISTS – Washington, DC

Graphic Design / Marketing Manager

June 2010 - May 2012

- Design logos, brochures, invitations, posters, banners, signs, fliers, e-newsletters, and other collateral.
- Social media: Produce weekly email blast, schedule regular Facebook and Twitter posts.
- Manage web site: Create text and graphic website content, e-commerce, search engine optimization, analytics.
- Coordinate with printers to request quotes and produce collateral and signage.
- Manage public relations and liaise with various media outlets including television, print, and web publications.

ACCOLADES

- Received Most Valuable Lune award in March 2019 from Krewe du Lune for art direction and project management of giant lanterns for Pygmalion and Nyx parades.
- Received CulturalDC Storefront Grant for July 2017. Created a pop-up screen printing studio and gallery at Flashpoint. The studio was open to the public and people could walk in, ask questions, and observe the creative process. Produced a series of large format prints and taught free weekly screen printing workshops.
- Received CulturalDC Storefront Grant for September 2017. Created a pop-up sculpture studio and gallery in the NoMa neighborhood of DC. Partnered with Richard's Carnival to create a exhibit of contemporary Caribbean Carnival Art. Hosted gallery opening for Art All Night.
- Sediment Press invited to be a panelist for Celebrating the Craftsman hosted by Worth Higgins & Associates, Inc. April, 2015 at Artisphere in Rosslyn, VA.

EDUCATION

CONFERENCES

- Attended the Serverless conference in New York in May, 2016. Observed best practices for “no-ops” web and app development.
- National Arts Marketing Project Conference 2011. Learned from leaders in arts marketing their approach to effectively leveraging branding, websites, social media, and customer service.

COLLEGE and ACADEMIES

The Art League School Alexandria, VA	Screen Printing, Life Drawing, Figure Sculpture, Oil Painting	June 2011 - Oct. 2012
The Winter Palace Studio Washington, DC	Russian Realist Oil Painting	May 2012 - Aug. 2012
New Orleans Academy of Fine Art New Orleans, LA	Color and Design, Life Drawing, Oil Painting	June 2008 - Dec. 2008
University of New Orleans New Orleans, LA	B.A. in Fine Art	Aug. 2002 - Dec. 2007
University of Kentucky Lexington, KY	Katrina Exchange: Metal Arts, Digital Video	Sept. 2005 - Dec. 2005
UNO-Rome Rome, Italy	Study Abroad: Art History, Drawing, Italian Language	July 2004 & July 2005

REFERENCES

References available upon request.