

# DONALD ROBINSON

donraydesign.com

| 914.409.6103 | don@donraydesign.com | Designer

Over 20 years of experience in design diversity ranging from online, digital, print, social and direct marketing.

Skilled designer with a passion for creative problem solving. I have consistently helped companies grow revenue. Motivated and driven by a strong work ethic.

## EXPERIENCE

### CREATIVE DIRECTION

July 2023 - Present | Fort Pierce, Florida

Executing innovative marketing campaigns across email, e-commerce, digital, and social platforms to engage, inspire, and convert, ensuring that your message reaches and resonates with the right audience. Strategically delivering creative assets for branding, marketing, and digital. Developing user-centered designs to drive optimal business value and customer engagement.

### WINE ENTHUSIAST COMPANIES | ONLINE CREATIVE DIRECTOR

August 2007– June 2023 | Valhalla, New York

Creative lead on WineEnthusiast.com and WineExpress.com. Implemented brand strategy across all web business entities. Designed consumer and retention email campaigns. Led revenue growth of 2.9 million over 3 years via digital ad targeting and testing. Managed a team of 2 designers and a video producer.

### DIRECT HOLDINGS WORLDWIDE | ONLINE DESIGNER

September 2003–August 2007 | White Plains, New York

Responsible for all creative on TimeLife.com, LillianVernon.com and LillysKids.com. Executed the design of sales promotions, banners and direct campaigns. Created illustrations, logos, gif and Flash animations. Optimized graphics for web testing and development.

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## SKILLS

Visual composition  
Typography  
eCommerce design  
Collaboration  
Ideation  
Identity design  
Content creation  
Product development

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## PROGRAMS

Photoshop CC  
Illustrator CC  
InDesign CC  
Adobe XD CC  
Acrobat Pro  
Figma

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## EDUCATION

Rhode Island School  
of Design BFA in  
Graphic Design '91

New York University  
MA in Interactive  
Telecommunications '98

### THE EXCITE NETWORK | GRAPHIC DESIGNER

November 1999–September 2003 | New York, New York

Designed and branded full-channel web pages for both iWon.com and Excite.com. Responsible for concept development and scheduling of design tasks to junior designers. Produced designs for all consumer direct-response acquisition and user retention emails.