



## J. Robin Haldane

Designer | Photographer | Creative Director

## EXPERIENCE

### Freelance Art Director/Photographer

Motorfist - Idaho Falls, ID

September 2015 – Ongoing

Working as a contractor/freelance employee on product, lifestyle & action photography for catalog, web marketing campaigns and on transactional email design and web development build. Duties include, working in tandem with the Creative Director to produce high-quality photo assets, retouching of images, creation of swatches and image masking, maintaining consistency of colors, color correction and cleaning up of images, delivering high volume of images while adhering to strict timelines.

### Creative Lead

Northwest Cosmetic Labs - Idaho Falls, ID

March 2016 – June 2017

Responsible for content acquisition and development, project management and supervision of creative staff. Mentored junior designers and led peers/partners on project assignments. Oversaw all UI/UX storyboarding of the website, product packaging, presentation design and label design. Developed marketing strategies based on current and future trends using several tools including Mintel. Developed creative strategy, attended key trade show events, and addressed the concerns of several major cosmetic brands; building successful vendor and client relationships. Head in-house photographer for product studio shots, branding solutions and environmental visuals, including editing and retouching of assets for use in press releases, marketing collateral, social media, desktop and mobile.

### Senior Designer

MAG Retail Group - Medford, OR

August 2005 – August 2015

Managed in-house creative staff, while executing hands-on design. Successfully streamlined department processes, leading to increased productivity and efficiency. Played an integral role bridging gaps between Marketing and IT departments. Oversaw A/B testing of UI elements and UX strategies.

Produced catalogs, UI/UX designs, environmental designs, and acted as the in-house photographer for both action and product. Developed strategic solutions from concept to completion for environmental designs of video sets and trade show booths.

### Graphic Designer

Passey Advertising Inc - Medford, OR

July 2004 – August 2005

Responsible for design conception, development, and implementation in multiple medias including magazine ads, direct mail, and television. Led a team of three designers to expand the reach of clients including automotive dealerships, hotels, boat manufacturers and the Medford City's Urban Renewal Agency.

### Graphic & UI/UX Designer

Matrix Digital Media Inc - Corvallis, OR

Jun 2002 – May 2004

Designed, implemented and maintained websites for several large and small companies while managing multiple projects in a fast-paced deadline-oriented environment.

## EDUCATION

### Oregon State University

BFA, Applied Visual Arts (Graphic Design)

1998 – 2003

## AWARDS/ACKNOWLEDGEMENTS

### 2013 GDUSA In-House Design Awards

Web Design, Poster/Display, and Environmental Design Categories

### 2013 RCC - Graphic Design Program

Guest speaker and portfolio review for graduating graphic design class.