



Grace Robinson  
1611 Orange Tree Lane  
La Cañada, CA 91011  
818.720.5005  
[hellograce0@gmail.com](mailto:hellograce0@gmail.com)

## Education

Art Center College of Design, B.F.A. Photography, 2003

## Experience

### Freelance Web Designer (2015 - Present)

Available for hire on a per-project basis.

Clients included:

Susan G. Komen

George Washington University

Museum of Science, Boston

Seed Company

The Global Food Banking Network

National Math + Science Initiative

Baker Ripley

Reasons to Believe

Crescenta Cañada Nursery School

### Web Designer, Russ Reid Company (2011 - 2015)

Responsible for the concept and design of responsive/non-responsive websites, landing pages, donation/checkout forms, email campaigns, email newsletters, banner ads and mobile apps. Well versed in the design and creation of optimized flash animation banner ads as well as animated gif banner ads. Designed social media content for Twitter, Facebook, Google+ and blog pages. Collaborate closely with creative directors, writers, programmers, project managers and account executives to develop design solutions with the highest impact. Skilled at photo retouching and photo editing. Designed a "24 hour" Mobile App which took the user through the experience of everyday life as a homeless person. Accustomed to working under tight deadlines with strong attention to detail to ensure that projects are completed on time.

### Email Producer and Digital Production Artist, Russ Reid Company (2008 - 2011)

Managed incoming and outgoing digital work. Wrote HTML code for email/email newsletters. Performed final technical QA of email/email newsletter code before deployment using Blackbaud, 2Dialog and Campaign Monitor. Prepped and optimized images, display ads and social media content. Light front-end development and website maintenance using a content management system. Collaborated closely with Art Directors, Programmers, Operations Managers and Project Managers to maintain workflow and develop streamlined production solutions to maximize productivity and efficiency.

### Email Producer and Digital Production Artist, Russ Reid Company (2007 - 2008)

Managed incoming and outgoing digital work. Wrote HTML code for email/email newsletters. Performed final technical QA of email/email newsletter code before deployment using Blackbaud, 2Dialog and Campaign Monitor. Prepped and optimized images, display ads and social media content. Light front-end development and website maintenance using a content management system. Collaborated closely with Art Directors, Programmers, Operations Managers and Project Managers to maintain workflow and develop streamlined production solutions to maximize productivity and efficiency.



Grace Robinson  
1611 Orange Tree Lane  
La Cañada, CA 91011  
818.720.5005  
[hellograce0@gmail.com](mailto:hellograce0@gmail.com)

### **Freelance Photographer (2000 - 2012)**

Specialized in fashion, fine art, event, still life, product and portrait photography.

Clients included:

Ten Thousand Villages  
Stellar Clothing  
Russ Reid Company  
Grand Performances at California Plaza  
MoveOn.org / Elect2Think.com  
California Juvenile Judicial Court System  
Basement Session One (Art and Music Event)  
Losing Daylight (Music Group)  
Passion Marketing  
Loop Underground

### **Mac Specialist / Inventory Specialist, Apple Computer (2005-2007)**

Mentored new Mac Specialists, taught Digital Photography classes to employees and managers. Troubleshooting iPod technical issues at the Genius Bar. Assisted customers with CPU questions and sales. Responsible for product inventory as well as the transfer of products to other stores, filing and organizing paper work, supporting Mac Specialists on the sales floor and working closely with Apple Corporate, Management, and Mac Specialists to ensure an organized inventory.

### **Studio Assistant, Koi Design (2004 - 2005)**

Responsibilities included general administrative duties for a high-end fashion designer. Communicated with vendors and suppliers overseas as well as managed requests from celebrity stylist and fashion magazines. Coordinated fashion show logistics for New York and Paris events in addition to inventory management, fulfilling incoming and outgoing orders. Coordinated fashion photoshoots, booking models, makeup artists, hair stylists, and location.

### **Skills**

Computer: Adobe Creative Suite: Photoshop, Fireworks, Indesign, Illustrator, Flash,  
MS Office Suite, Coda, Outlook, Figma  
Highly organized, detail-oriented and diligent