

ROBBIE SMITH

GRAPHIC DESIGNER | ILLUSTRATOR

PORTFOLIO



www.robrebooted.com

SKILLS

Photoshop
Illustrator
InDesign
After Effects
Cinema 4D
Animate
Zbrush
Facebook AR Studio
SnapChat Lens Studio
Final Cut Pro
iMovie
HTML
CSS
Wordpress
Mailchimp
Illustration
Photography
Video Editing
Pre & Post Press Production
Branding & Identity
UI Design

EDUCATION

MASTERS OF SCIENCE
IN COMMUNICATIONS

*Florida State University
2005-2006*

BACHELOR OF SCIENCES IN
STUDIO ART

*Florida State University
1999-2003*

CONTACT



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hi@robrebooted.com

WORK EXPERIENCE

PRODUCT DESIGNER

FOURSTAR GROUP | January 2019 - Present

As a member of the corporate account team I create style guides that dictate the product offerings produced by FSG. I am also responsible for product packaging and illustrations that are used across a wide array of products.

I have worked on products that are currently being sold worldwide by retailers such as Walmart, Bed, Bath & Beyond and Dollar General.

- Create original artwork for production using Illustrator and Photoshop.
- Create packaging designs and layouts using Illustrator.
- Create product design of new to market product using Illustrator and Zbrush.

MULTIMEDIA SPECIALIST II

UNIVERSITY OF FLORIDA | June 2016 - December 2018

I created multimedia assets that were deployed through the flagship platforms for the University of Florida to an international audience of 1.5 million users. Content I created was regularly shared via Facebook, Instagram, SnapChat, Twitter, Giphy and LinkedIn.

- Create motion graphics, animated GIF's and GIF stickers with Adobe After Effects, Cinema 4D and Photoshop.
- Create illustrations and graphics using Photoshop and Illustrator.
- Create custom lenses and frames social using SnapChat Lens Studio/ Facebook AR Studio, in conjunction with Cinema 4D and Photoshop.
- Create animations, including bumpers and intro videos.
- Assist with planning social content, including creating storyboards for live video productions, creating 2D and 3D animations and editing video for use on social media.
- Manage and create departmental websites using content management systems, including WordPress and T4 Terminal.

INTERACTIVE MULTIMEDIA DEVELOPER

AUGUSTA UNIVERSITY | February 2008 - January 2013

As an interactive developer I created online learning modules and mobile apps deployed by Augusta University. Duties included:

- Storyboard, prototype and design UI for in-house mobile applications.
- Create Flash-based animations.
- Create 2D medical illustrations.

LEAD GRAPHIC DESIGNER

EXPRESS PRINTING | December 2004 - February 2008

Part of a two person team within a local print agency. Within two years I was promoted to lead, and sole, designer due to my ability to manage multiple projects and successfully meet project deadlines and client expectations.

Duties included:

- Design and maintain all incoming projects: Corporate identities, bound books (Perfect and spiral bound), magazines, brochures, flyers, posters and packaging.
- Direct, one to one client interaction.
- Provide Print Proofs for review and approval.
- Prepare approved files for pre-press production, including creation of color/spot separations utilizing metal plate, laser plate or camera-ready originals.
- Maintain in-house digital repository.