

Kate Robinson

interactive art director

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Experience

August 2006
–Present

Finelight Interactive Art Director

- Concepted and designed HTML/CSS and Flash websites, HTML e-mail campaigns, online media and CD-ROM presentations.
- Developed information architecture for websites of varying sizes, creating deliverables such as sitemaps, content inventories, content plans and personas.
- Art directed and oversaw redesign of the website for Gwinnett Medical Center hospital. Project required a focus on improving the overall user experience as well as a design that was compatible with their current content management system.
- Project managed and art directed the complete redesign of NewmarCorp.com. Responsibilities consisted of a site overhaul, including a site audit, information architecture, interface design, content input, style guide and client training. Worked closely with the development team to ensure proper design implementation and technical feasibility.
- Collaborated with copywriters, web developers and account staff to develop creative and strategic solutions to interactive visual communication problems while maintaining time lines and budgets.
- Worked on many web campaigns, developing visual concepts and designs for clients such as Vascular Access Specialists, Herff Jones and Penn Treaty.
- Conducted site audits, competitive analysis and researched audiences and industries to create project cost and resource estimates.

August 2006
–May 2000

Finelight Art Director

- Created, designed and implemented print ad campaigns, collateral materials, annual reports, outdoor, direct mail, television and websites, based on thorough market research and strategic marketing principles.
- Collaborated with a small team to create new brand identity and multi-faceted awareness campaign for a new business pitch to an eight hospital health system in Detroit. As a direct result of work, our company was awarded six-figure account.
- Coordinated and art directed still life and vehicle photo shoots.

Computer Skills

Adobe Creative Suite Expert Level

Flash

Expert level in design and animation, working knowledge of ActionScript 2 and 3

Hand Coding HTML/CSS Good working knowledge

Microsoft Office Suite Expert Level

Awards

Indiana University Varsity Club 2003–2004 Annual Report:

- National Gold ADDY—Annual Report
- District 6 Gold ADDY—Annual Report and Best of Show—Print
- Indianapolis Ad Club Gold ADDY—Annual Report and Best of Show—Print
- AIGA Origination show, Merit Award

Education

1996–2000 Indiana University
Bachelor of Arts in Studio Art
with a concentration in Graphic
Design. Minor in Art History.