

DEVEN ROBINSON

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PROFILE

Digital Professional with experience designing and developing user interfaces. Outgoing team leader who consistently pushes to exceed client deadlines, while maintaining quality product insurance. I offer particular expertise in project management, digital design, development & information architecture, with an in-depth knowledge of content management systems.

EXPERIENCE

Earl G. Graves Ltd. – Blackenterprise.com (NY, NY): Digital Production Manager **04/18 – Present**

- Works with all members of the team to plan sprints, prioritize work, & manage project QA.
- Manage internal digital team that includes a Digital Art Director, Web Administrator & Front-End Developer. to ensure that project deadlines are met.
- Manage day-to-day project activities, such as issue tracking and preparing/delivering status reports.
- Identify, Track, and Escalate issues and make recommendations for resolution.
- Manage company five event sites and hackathon site.

Earl G. Graves Ltd. – Blackenterprise.com (NY, NY): Digital Producer **10/14 – 03/18**

- Design & develop online creative for marketing packages, advertising campaigns, events when needed.
- Reviewed deliverables to ensure they meet client's overall strategies and objectives while adhering to established brand standards.
- Kept projects on track through task lists, issue tracking, status reports, and meeting notes.
- Partnering with vendors to create microsites to host livestream video and mobile applications.
- Assist Product Managers as needed related to overall portfolio delivery.

Earl G. Graves Ltd. – Blackenterprise.com (NY, NY): Freelance Web Producer **04/12 – 9/14**

- Deploy, design & manage company newsletter blasts.
- Serve as a liaison to clients, and third-party vendors to ensure successful project delivery.
- Designed online creative for marketing packages, advertising campaigns & events.
- Mock and prototype iterations using front-end development languages XHTML, CSS & jQuery.
- Reports to Development Manager & Art Director to manage queue of requests ensuring timely response to needs.
- Updates, revise and manage existing online assets across Black Enterprise channels and event websites, including Golf & Tennis Challenge, Women of Power Summit, Entrepreneurs Conference etc.

Radio One, Inc. – Interactive One (NY, NY): Freelance Web Designer **02/12 – 03/12**

- Designed the online creative for marketing/campaigns, special events, sweepstakes, for various clients.
- Supported a team of Art Directors in the design up of visual solutions to align communications with brand strategy.
- Provided production support using languages such as XHTML and CSS.
- Articulated verbally and graphically specific design ideas to other team members and clients.

Time Inc./Warner Bros. - ESSENCE.com (NY, NY): Web Production Designer **02/11 - 12/11**

- Mocked and prototyped iterations in various languages such as XHTML, CSS, JavaScript/jQuery and ActionScript.
- Designed the online creative for marketing packages, advertising campaigns, special events, sweepstakes, newsletter blasts and micro-site projects, for clients including Disney, Pantene, Ford, Coca-Cola, McDonalds etc.
- Designed and deployed company Newsletters & e-mail blasts.
- Built photo galleries, quizzes, live chats and polls for ESSENCE.com photo and love channels.
- Created wireframes, flowcharts and sitemaps for ESSENCE Initiative.

Time Inc./Warner Bros. - ESSENCE.com (NY, NY): Freelance Web Designer/Producer **01/10 - 02/11**

Metropolitan Transportation Authority (BK, NY): Intern Web Designer **10/07 - 12/07**

FREELANCE PROJECTS

ESSENCE Festival Media Center | Digital Designer/Front-End Developer | efnewscenter.com

- Created and maintain detailed one sheets and site traffic analytic reports.
- Directed the overall design and production.
- Lead cross-browser and cross-device QA.

Mark Stephen Testa | Front-End Developer | markstephendesign.com/

- Assist with testing website changes and platform functionality.
- Provided front-end development production support using languages such as XHTML CSS & jQuery within the CMS.

Yardmanstyle Inc. | Web Designer/Front-End Developer | (E-Commerce) | yardmanstyle.com

- Assist with testing website changes and E-Commerce platform functionality.
- Setup, maintain, and optimize products on website.
- Designed creative for website.

TECHNICAL/SOFTWARE SKILLS

- Adobe Marketing Cloud (Photoshop, Dreamweaver, Illustrator, Acrobat, & InDesign)
 - Proficient in general web technologies (HTML, CSS)
 - Custom Front-end development and/or CMS-based applications
 - Proficient with ticketing systems & project management programs (Basecamp, Asana, Slack, Project Bubble, etc.)
 - Experience with digital content management systems such as Wordpress, Drupal, Shopify, Squarespace, Moveable Type & Ceros (formally Crowdfusion)
 - Experience with video content management systems such as JW Player, Kaltura & Limelight.
 - Core understanding of design principles such as typography, color, layout and imagery
 - Experience designing for template-driven systems/APIs such as Mailchimp, Formstack, Survey Monkey, CheetahMail, Salesforce, Streamsend, JotForm, Woobox etc.
 - Knowledge of digital analytics tools such as: Google Analytics & Omniture
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EDUCATION

B.Tech in Communication Design - **New York City College of Technology, CUNY** (Brooklyn, NY) – August 2008

A.A.S in Digital Art & Design - **Queensborough Community College, CUNY** (Queens, NY)- May 2005