

Robert Lane

GRAPHIC & WEBSITE DESIGNER



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CONTACT INFORMATION

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PROFILE

I am an excellent communicator with 15+ years experience as a freelance and in-house graphic and website designer. I am currently seeking either an on-site or remote position that utilizes my skills as a small business branding and marketing professional while furthering my education and experience.

SKILLS

I understand solid layout and graphic design principles including complete knowledge of the Adobe Creative Suite production software.

I also have advanced keyboarding skills and knowledge of Microsoft Office Applications. I have a good knowledge of HTML and other web programming languages. I currently use WordPress for my personal website and other website projects I maintain.

Branding:		EXPERT
Graphic Design:		EXPERT
HTML/CSS:		EXPERT
SEO:		ADVANCED
Copyrighting:		ADVANCED
Social Media:		INTERMEDIATE

EXPERIENCE

Graphic-Website Designer, Oaklawn Jockey Club; Hot Springs, AR

09/22 – PRESENT

While collaborating with the marketing team I create graphics for print materials, social media posts, and website updates. I assist in keeping the main website updated with event and promotion information along with two other brand restaurant websites.

Our marketing team also coordinates events for a concert series and player appreciation banquets.

Owner-Designer, Robert Lane Design

12/07 – PRESENT

My responsibilities include maintaining close relationships with both agencies and individual small businesses for generating income by freelancing graphic design work for print, web, and new media projects.

I also estimate, project manage, and invoice each job. Some projects require me to use vendors for producing printed materials and promotional products. I retain close relations with several local and nation wide vendors for these products.

Graphic Designer-Production, SEIZ Sign Company; Hot Springs, AR

07/16 – 05/20

I work with the production department to design and produce signs and vinyl graphics for a variety of sign projects. These projects include interior directional signs, stand-offs, vehicle wrap graphics, aluminum wall signs, channel letters, illuminated exterior signs, and billboards. Most of the customers with which I interact require some degree of consultation and estimating.

Our production team regularly communicates with the sales team to deliver peak customer service expertise. Projects flow through several stages including conceptualization, mock-ups, proofing, manufacture, and installation.

Production Manager-Designer, Gathouse Media; Hot Springs Village, AR

06/11 – 08/16

I handle the page layout for the newspaper and design much of the display advertising on a weekly basis. I also layout special tab sections published monthly. I help coordinate several magazine publications each year for the Property Owners Association of Hot Springs Village.

While maintaining clear communication with the sales team, I ensure the timeliness of each weekly newspaper production.

General Manager-Designer, Solid Rock Communications; Hot Springs, AR

06/10 – 01/11

In addition to overseeing the day to day operations of the business, I helped design and facilitate some of the print and website design projects. I developed several processes for estimating, project management, and product development that helped us communicate more efficiently and effectively.

I designed the current branding materials and promoted the business via social media. Our team developed an e-commerce website for selling print and promotional products for small businesses.

Delivery-Prepress, Colorado Printing Company; Grand Junction, CO

01/08 – 04/09

My duties when I was first hired included delivery of printed materials and delivery truck maintenance.

I was then given an opportunity because of computer and software knowledge to work in the prepress department. I was responsible for preparing client's file for print including preflight, plotters, and plating. I was also given responsibilities for print design work.

Driver's Helper, Dawn Trucking; Fruita, CO

12/06 – 01/07

I maintained the truck on which I was assigned to work and helped the driver in the loading and unloading process. Our trucking fleet was responsible for moving drilling rigs from one location to another with safety and efficiency.

Assistant, Landmark Baptist Church; Grand Junction, CO

05/05 – 11/07

My responsibilities included administration of all children's ministries as well as coordinating big event weekends and maintaining a budget. I also coordinated purchasing of a school bus for church transportation needs and youth trips. I developed the church website and designed all printed or promotional media.

EDUCATION

Texas Baptist College; Longview, TX – Bachelors Degree, 2005

Chancellor Award Winner for the graduating class of 2005

REFERRALS

Eric Capaci, *Pastor* - (501) 276-9265

Chantha Chhim, *Friend & Business Partner* - (772) 538-3563

Tony Thomas, *Former Client* - (501) 622-2519

