



ROBIN KING

GRAPHIC DESIGN + ILLUSTRATION

Contact

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Software



Expertise

ILLUSTRATION | DIGITAL ART
PHOTO EDITING | OPTIMIZATION
DESIGN LAYOUT | TYPOGRAPHY
BRAND IDENTITY | LOGO DESIGN
GRAPHIC | WEB DESIGN
PRINT PRODUCTION

Education

BACHELOR OF SCIENCE
MEDIA ARTS & ANIMATION
Art Institute of California,
San Francisco
Class of 2012

Profile

Visual designer & illustrator, experienced working both as a freelancer and as an in-house graphic designer for a range of brands, most extensively within the wine & spirits industry. Exceptional interpersonal and visual communication and collaboration skills. Project scope includes: brand identity, print, digital media/web, signage, packaging and extensive photo editing. Problem solver, eager to learn and grow as a designer.

Work Experience

Graphic Designer

Contract

Kosta Browne, Sebastopol CA

April 2019 - Present

- Work with marketing team to create exciting themed event logos, invites, menus and any additional marketing collateral for print, web and physical customer engagement pieces.
- Photo organization, optimization, editing and manipulation.
- Design social media ads and select/edit photos for social posts.

Graphic Designer

In-House, Part Time

Pendulux, Richmond CA

April 2018 - Present

- Design advertising and product support materials including print ads, catalogs, show cards, promotional emails, digital graphics etc.
- Create engaging trade show displays.
- Photo organization, optimization, editing and manipulation.
- Maintain and update Shopify Website.
- Produce quality control sheets, instruction sheets and shipping labels for manufacturing team.

Marketing & Digital Media Coordinator

Full Time

Terroir Life, Napa CA

January 2017 - April 2018

- Responsible for all in-house graphic design for sales and marketing materials for print, web, advertisement and presentations including sell sheets, tasting notes, shelf talkers, and PowerPoint presentations.
- Edited/retouched photos and edited/redesigned vector logos.
- Maintained the company website through WineDirect and managed visual assets on the company dropbox.
- Oversaw social media & managed press submissions.

Artist / Designer

Freelance

Self Employed, Corte Madera CA

2012 - Present

Clients Include: Quivira Vineyards/La Follette Wines, Ramey Wine Cellars, Dash Robotics, Oak & Bee and more.

- Design: Logos/brand identity, business cards, packaging, print materials, signage, invitations, brochures, email, web design and photo editing.
- Illustration: Character & creature concept art, digital painting, infographics, and other visual assets.