



rob rasmussen

designer. developer. photographer.

I'm a creative and reliable self-starter with 15 years of experience in visual communication. I specialize in digital media, web and print design, social media, SEO, and photo retouching. I've demonstrated the ability to design, build, and launch artistic projects for a wide variety of clients — from a publicly traded company to small local businesses.

Portfolio

rjrasmussen.com

Education

Bachelor of Arts in Interactive Digital Design
Quinnipiac University, Hamden, CT
May 2006

Strengths

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Adobe Lightroom
Wordpress
Joomla
Magento
Salesforce | Pardot
Act-On
HTML, CSS, PHP
Microsoft Office Suite

Honors

United States Bowling Congress
County Board Member of the Year,
2012 & 2014

Magna Cum Laude Honors,
Philosophy Minor Honorary Mention
Quinnipiac University, May 2006

Contact

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Experience

Sr. Manager, Web & Visual Design

Identiv, Remote Employee, July 2011 - Current

Orchestrate branding, creative direction, art direction and design for web, print and email mediums; Effectively prioritized and designed artwork for websites, print collateral, emails, presentations, and social media; Outline and execute drip campaigns and other email marketing using Salesforce, Pardot, and ActOn tools; Proposed, designed, and implemented site content architecture and SEO for main website, support website and eCommerce, using platforms like Wordpress, Joomla, Magento, and Shopify; Plan and execute photography in a controlled setting for Identiv products and subsequent brands.

Freelance Graphic & Web Designer and Photographer

Various Clients & Locations, March 2005 – Current

Organized, managed and delivered effective and functional creative projects that met the needs of various clients and businesses; Created designs, concepts, and sample layouts based on knowledge of layout and esthetic design concepts; Used time effectively to consistently meet/exceed project deadline dates; Collaborated with clients to visualize solutions to specific design challenges.

Web & Graphic Designer, Team Leader

Payson LLC, East Haddam, CT, December 2007 – June 2011

Acted as team leader, collaborating with a group of designers to offer improvements and direction on their projects & deadlines while also successfully managing and completing multiple projects of my own; Designed projects from concept through final digital production; Mindful of new responsibilities as they were assigned.

Shift Manager

AMF Circle Lanes, East Haven, CT, December 2003 – April 2007

Demonstrated ability to multi-task by supervising all employees, as well as monitor the use and function of all 50 lanes, and maintain a customer friendly environment while coordinating leagues, tournaments, corporate events, and open play.

Design Intern

IBM Co-Op Internship, Southbury, CT, May 2005 – August 2005

Collaborated directly with Senior Designer and IBM mentor to develop, design and produce work for IBM's Southbury, CT location