

DAVID B. ROBERTS

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Skills

<i>2D/3D Animation</i>	<i>Graphic Design</i>	<i>PBR Materials</i>	<i>Video Editing</i>
<i>3D Modeling</i>	<i>Illustration</i>	<i>Project Management</i>	<i>Visual Storytelling</i>
<i>3D Rendering</i>	<i>Information Architecture</i>	<i>Topology (3D)</i>	<i>Visual Effects (VFX)</i>
<i>Accessibility</i>	<i>JavaScript</i>	<i>Typography</i>	<i>WebAR</i>
<i>Advertising</i>	<i>jQuery</i>	<i>Three.js</i>	<i>Wireframing</i>
<i>Agile Methodologies</i>	<i>Marketing</i>	<i>User Experience (UX)</i>	<i>XHTML, HTML, CSS</i>
<i>Concept Development</i>	<i>Motion Graphics</i>	<i>User Interface Design (UI)</i>	

Software Knowledge

<i>Adobe Aero</i>	<i>Adobe Premiere Pro</i>	<i>Octane Renderer</i>	<i>Unreal Engine</i>
<i>Adobe After Effects</i>	<i>Cinema4D</i>	<i>Procreate</i>	<i>WordPress</i>
<i>Adobe Illustrator</i>	<i>Effect House</i>	<i>Redshift Renderer</i>	<i>X-Particles</i>
<i>Adobe InDesign</i>	<i>Meta Spark Studio</i>	<i>Substance Painter</i>	<i>8th Wall</i>
<i>Adobe Photoshop</i>	<i>Mocha AE</i>	<i>Snap AR Lens Studio</i>	

Experience

Principal Creative Designer

Marketing & New Media, Florida International University, Miami, FL
Dec 2023 - Present

- Leads and plays a pivotal role in strategic discussions with FIU's Brand and social media team, ensuring alignment with FIU's overarching strategic plan.
- Creates innovative Augmented Reality experiences on platforms such as Instagram, Snapchat, 8thWall, and Effect House, fostering stronger brand affinity and enriching user interactions to elevate overall brand perception.
- Works closely with University's Art Director to craft engaging digital assets for multimedia and graphic projects, including websites, mobile apps, advertisements, and animations.
- Serves as a liaison between central marketing teams and external departments to maintain design consistency across all platforms.
- Actively contributes to the creation of assets that drive engagement, aligning seamlessly with FIU's strategic goals.
- Provides direction and mentorship to digital creative designers, videographers, editors, and interns.
- Oversees direct reports with a focus on fostering their professional development and growth within their respective fields.
- Stays current with the latest design and social media trends.

Senior Digital Designer

Marketing & New Media, Florida International University, Miami, FL

Jun 2021 – Dec 2023

- Effectively led and managed intricate, forward-thinking projects aimed at enhancing user engagement and elevating the overall user experience, thereby optimizing interactions with the brand.
- Expertly designed and executed impactful social media and marketing campaigns that established brand loyalty and recognition.
- Demonstrated a strong work ethic by consistently meeting tight deadlines and producing high-quality results.
- Collaborated effectively with Art Directors to bring dynamic motion graphics, advanced 3D elements, and innovative augmented reality to both digital and print materials.
- Built cutting-edge augmented reality experiences using Meta Spark Studio, Three.js, and WebAR, providing an immersive and interactive experience for users.
- Skilled in developing and executing comprehensive social media strategies across multiple accounts with a following of over 150k.
- Achieved remarkable results, such as a 390% increase in social media engagement, through the creation of effective social media campaigns and posts.
- Contributed valuable insights and ideas during social media and marketing campaign ideation and creative thinking sessions.
- Expertly presented and provided guidance on the Florida International University brand and accessibility standards to both internal and external stakeholders.
- Provided direction and mentorship to digital creative designers, photographers, and videographers.
- Stayed current with the latest design and social media trends and demonstrated a strong ability to quickly acquire new skills.

Senior Project Manager

Digital Communications, Florida International University, Miami, FL

Jan 2015 - Jun 2021

- Led a team of 6 creatives in the design and development of websites and mobile/web applications, driving effective collaboration and coordination.
- Championed the university's transition towards ADA compliance through the procurement of a web accessibility auditing tool.
- Demonstrated strong financial acumen by successfully reducing expenses by 15% annually through successful contract negotiations for software and web applications.
- Showcased exceptional relationship-building skills, resulting in a 45% increase in profits through strengthened partnerships with vendors and accounts.
- Streamlined the web request process through the implementation of a ticketing system, enhancing communication and improving request completion times.
- Effectively communicated project plans and final products to executives and large audiences, showcasing strong presentation and leadership skills.
- Received recognition for outstanding performance, including the Service Excellence Award among a pool of 3250+ staff members and multiple Spot Awards.

UX Design Strategist

Web Communications, Florida International University, Miami, FL

Aug 2012 - Dec 2015

- Successfully trained over 250 employees in the use of FIU's content management system and accessibility best practices, enhancing their skills and productivity.

- Leveraged A/B Testing, Card Sorting, and various user testing tools to make informed design decisions that improved user experience.
- Efficiently organized and completed an average of 30-50 daily web content and image adjustments in static HTML, WordPress, and Cascade sites.
- Proactively influenced web design across multiple university in-house web teams through the development of comprehensive university web design standards, resulting in a consistent and cohesive user experience for users.

Senior UI Designer

Enterprise Web Services (EWS), Florida International University, Miami, FL

Oct 2008 - Aug 2012

- Successfully trained over 150 employees in the WordPress content management system, increasing productivity and efficiency.
- Expertly designed and developed over 15 SharePoint websites, enhancing user experience and accessibility.
- Innovatively created the university's first mobile-responsive student access portal, providing a seamless user experience on any device.
- Efficiently managed the maintenance request queue, ensuring timely completion within the established 72-hour turnaround window.

WordPress Developer

Sandals Resorts (Unique Vacations), Miami, FL

Sept 2009 - Nov 2009

- o Worked as a contractor to develop Sandalslifestyle.com in WordPress from creative brief and designs that were passed over from the Sandals design team.
- o Led presentation of WordPress for non-technical executive team.

Certifications

*Introduction to 3D Animation,
School of Motion*

*Intermediate 3D Animation,
School of Motion*

*Advanced 3D Cinematography,
School of Motion*

*Advanced Visual Effects,
School of Motion*

*Lean Six Sigma Yellow Belt,
GoLeanSixSigma.com*

Education

Bachelor of Arts in Business Administration

Trinity International University, Davie, Florida

2009-2013

Master of Science in Management Information Systems

Florida International University, Miami, Florida

2017-2018