



MARIA L ROBINSON | **GRAPHIC DESIGNER** | DESIGNSONYOU.MLR@MSN.COM
 303-788-0527 | 5753 S PRINCE ST #896 | LITTLETON CO 80160
 WEB: [HTTP://WWW.DESIGNSONYOU.WEEBLY.COM](http://WWW.DESIGNSONYOU.WEEBLY.COM)
 LINKEDIN: [HTTP://WWW.LINKEDIN.COM/IN/MARIAROBINSONGRAPHICDESIGN](http://WWW.LINKEDIN.COM/IN/MARIAROBINSONGRAPHICDESIGN)

SUMMARY OF QUALIFICATIONS

Award-winning Graphic Designer known for executing creative and functional results. Extensive experience generating the complete range of marketing, client and internal employee communications.

You knocked the socks off everyone! The design of the souvenir book for the 2012 international conference was incredible. You are a delight to know and to work with. ~ Julia Banks, President, Welcome Clubs International

"During my 26-year career in the Marketing field, I have never worked with a more talented and creative designer. What makes Maria unique is her ability to look at the bigger picture, at how the text works with the design, and her desire to create a piece that communicates as effectively as possible."
 ~ Melissa Rosenbaum, Program Manager, Retirement Plan Services Marketing, TD Ameritrade.

"Maria has a strong sense of responsibility for her work and has a high degree of integrity. Her ethics are beyond reproach."
 ~ Bob O'Toole, Senior Vice President, Human Resources, CoBank

EXPERTISE

- Uncommon ability to support overall message without distracting from written copywriting
- Accomplished at visually expanding on verbal concepts
- Adept at balancing big picture objectives with production nuances; excellent project management skills
- Highly efficient organizer and multi-tasker delivering elevated productivity; exceptionally conscientious approach to detail
- Reliable, accountable team member and individual contributor; effective communicator one-to-one and in groups
- Independent decision-maker; ability to work with minimal supervision
- Focused on results; adheres to deadlines and follows through to completion within or under budget
- Thrives in brainstorming, information-sharing environment
- Refined coaching and mentoring abilities

TECHNICAL SKILLS

- Robust knowledge of full color offset and digital printing industries
- Highly proficient utilization of Quark Xpress, Illustrator, Photoshop, InDesign, Acrobat, PowerPoint, Ventura Publisher, digital scanning, digital prepress
- Competent using MAC and Windows operating systems
- Devoted to the craft of typesetting
- Highly organized and efficient approach to electronic file management
- Excellent spelling and grammar skills
- Intermediate photography abilities

PROFESSIONAL EXPERIENCE

Designs On You, LLC Founder/Owner Littleton, CO 2011 – present
 Providing the complete array of design solutions including but not limited to logos, stationery, branding systems, ads, annual reports, announcements & invitations, banners, books, brochures and flyers, business forms, catalog & magazine layout, calligraphy, conference materials, interactive digital forms, mailers & postcards, newsletters & stuffers, packaging, photo editing, posters, powerpoint presentations, proofreading, signage, trade show/expo displays, typesetting.

Fiserv Investment Support Services (formerly First Trust Corporation) Denver, CO 1990 – 2009
 Fortune 500 Company. The nation's oldest and largest independent trust company specializing in retirement account trust and custodial services for more than 306,000 accounts holding over \$47 billion in assets. Evolved to become Lincoln Trust Company in 2009.

Senior Graphic Designer (1994 - 2009)

Conceived original designs for marketing print collateral and internal communications including logos, brochures, stationery, newsletters, trade show displays, signage, conference attendee materials, direct mail, advertising, and employee recognition and reward programs. Utilized electronic publishing in all aspects of daily work including design development and layout, typesetting, scanning and interactive forms. Collaborated with marketing communications vice president, director and managers, product managers, technical writers, web designers, print buyers, print vendors, photographers and service bureaus to develop creative, functional, cost-effective solutions. Directed and tutored freelance designers and typesetters. Art directed photography shoots.

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- Recipient of 70+ industry design awards from Business Marketing Association, American Marketing Association, International Association of Business Communicators, Communicator Awards, Dalton Pen Communication Awards, including **BEST OF SHOW**, IABC Bronze Quills 2001, product sales kit
- Controlled costs and quality by accumulating advanced knowledge of full color offset printing, approving printer's proofs and performing press checks; issued purchase orders
- Redesigned, rebranded and delivered 50+ pieces of marketing collateral, 300+ business forms, 12 trade show displays, entire suite of company stationery, statements and invoices, and 5 client-facing newsletters in less than 12 months as a result of four trust companies merging, while maintaining day-to-day responsibilities
- Saved 15% on production costs as a byproduct of redesigning a premier capabilities brochure to elevate functionality and creative appeal
- Exploded productivity and creativity by converting design and artwork production processes from manual paste-up to digital
- Ensured consistent branding by establishing, regulating and promoting corporate graphic standards
- Increased individual productivity exponentially while other Marketing staff functions grew by 400%
- Elevated staff's productivity and accuracy by establishing and promoting departmental processes and procedures
- Recognized by peers, managers and customers with achievement awards for Teamwork, Leadership, Service Excellence, Productivity, Efficiency and Organizational Skills, Cost Savings
- Improved communication from management to general population by serving on employee advisory board led by EVP of Client Services

Graphic Designer (1990 - 1994)

Designed marketing print collateral and internal communications. Performed diverse tasks including assembling production schedules, organizing and coordinating a large number of projects simultaneously. Assured compliance with postal regulations to expedite USPS mail process. Performed basic photography functions to produce images for newsletters and internal communications.

- Received outstanding rating on Customer Satisfaction Survey for providing superior marketing tools
- Maximized functionality and streamlined production processes by constructing typesetting templates for business establishment and maintenance forms
- Reinforced accurate communication by securing proofreading before releasing artwork for mass production
- Managed inventory tracking system for 400+ marketing collateral pieces and forms totaling approximately 500,000 units valued at \$700,000; managed quarterly physical counts and resolved accounting discrepancies

EDUCATION

Associates Degree of Occupational Studies in Advertising Design

Art Institute of Colorado (formerly Colorado Institute of Art), Denver, CO

PROFESSIONAL DEVELOPMENT

CONTINUING EDUCATION

- InDesign, Photoshop, Quark Xpress, Illustrator, PowerPoint and digital scanning from: New Horizons Computer Learning Center, Rockhurst University Continuing Education Center, SkillPath Seminars, Computer Training Concepts, Inc. and Training Access
- MS Word, Excel, service excellence, conflict resolution, creativity and problem solving, business writing, effective business meetings, time management, coaching and supervising, leadership, performance appraisals, building client relationships, assertiveness and communication, managing change and transitions, personal growth and development and technical classes about retirement plan regulations from Fiserv ISS' Education and Development department

