



ROBIN FIGHT

Graphic Design & Illustration

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SUMMARY

As a professional graphic designer with more than 13 years of experience in corporate, agency and independent environments, I provide creative, content-focused visual solutions to clients across a diverse range of industries. With concentration on modern design aesthetics and industry-driven trends, my uniquely expressive work enhances business and marketing applications, priming them for success in today's rapidly evolving markets.

EXPERIENCE

GRAPHIC DESIGNER – DESIGN & DEVELOPMENT | February 2020 – Present

Ripley Entertainment • Orlando, FL

- Designed full graphic concept, layout, and color scheme for Ripley's Believe It Or Not Museum lobby redesign in Surfer's Paradise, Australia
- Developed graphics, signage, and large-scale backdrops for attraction venues including Ripley's Believe It Or Not Museums, Louis Tousseaud's Wax Museums, and Ripley's Aquariums
- Assisted with updating existing attraction materials including show cards, exhibit graphics, and signage
- Maintained file organization system and naming conventions for multiple working files

SENIOR GRAPHIC DESIGNER | August 2018 – November 2019

ITEC Entertainment • Orlando, FL

- Developed overall art styling and design themes for client presentations, proposals, and deliverables. Led art production efforts for aforementioned deliverables, ensuring all assets matched established styles. Created accompanying icons, infographics, layouts, and logos
- Created illustrated posters and logos for multiple attraction set designs
- Developed signage concepts for multiple park attractions from preliminary sketches to finished, illustrated mockups
- Assisted in company branding efforts by updating and modifying company logos and creating branded presentation templates
- Assisted with production of attraction schematic books (page layouts, callouts, notes, guest flow diagrams, floor/ceiling plan and elevation labels)
- Wrote article for company blog discussing best practices for iconography creation and the prevalence of iconography in the themed entertainment industry
- Developed and maintained an easily accessible library of icons for company creative studio use

SENIOR CONTENT STRATEGIST | January 2018 – May 2018

Holland & Knight • Brandon, FL

- Created new infographic-focused materials for firm practice areas (editing and rewriting attorney-provided content, infographic creation, layout, web-ready file conversions, website preview image creation, and uploads to applicable firm intranet pages and client-facing web pages)
- Maintained informational update process for existing firm collateral materials, including both text-heavy and infographic-focused practice area overview documents. Simplified update process through creation of comprehensive spreadsheet resource for required informational updates to all existing collateral materials and web content

- Created new logos for firm events and intranet marketing materials gallery
- Assisted in branding refresh of existing materials (font updates, cmyk color conversions, and new element styles)
- Provided art direction to creative team regarding firm advertisements, email invitations and announcements, and event-themed collateral materials

GRAPHIC DESIGN SPECIALIST | October 2013 – January 2018

Carlton Fields • Tampa, FL

- Led update and redesign of existing firm brand identity, establishing higher standards for visual consistency, and creating functional, cohesive design elements for use across firmwide media platforms
- Developed individually-branded themes for large firm events, providing each event with a unique visual identity while maintaining consistency with firmwide brand standards. Designed corresponding materials for these events, including logos, invitations, programs, agendas, flyers and handouts, giveaway items, signage, and website graphics
- Created all visual content (layouts, infographics, charts, iconography) for annual firm publication showcasing trends and developments in the class action industry. Directed implementation of visual content for corresponding website and media promotions. Managed entire design process of publication for four consecutive years, incorporating quality, content-specific visuals that contributed to increased awareness, readership, and media exposure for the publication
- Led design and production processes for firm's annual holiday print card and animated e-card, including concept development, creation of all art content and storyboards, timeframe and workflow scheduling, negotiation of contract and pricing with vendor, approval procedures, launch of holiday card storefront website, analytics reviews, and product quality control. Established annual procedure for holiday card development, streamlining a labor-intensive task, saving money, and creating successful, award winning holiday greetings unique to the firm for two years in a row
- Designed and maintained library of firm-branded ads for various publications and sponsorship recognitions
- Developed responsive email invitations and alerts for firm events, news, and internal initiatives
- Supervised all orders for firm print collateral, stationery, business cards, and publications. Developed storefront website through print vendor, facilitating efficient stationery ordering options for firm staff

GRAPHIC DESIGNER | March 2008 – October 2013

Clark Nikdel Powell, Inc. • Winter Haven, FL

- Served numerous clients representing a broad range of industries in the Central Florida area. Maintained excellent communications with clients to foster healthy, collaborative relationships, retain consistent business for the agency, and uphold a solid reputation for excellence in client service standards
- Designed marketing collateral and advertising materials for clients including logos, business cards, stationery, invitations, programs, mailers, brochures, catalogs/booklets, ads (web and print), posters, billboards, and displays
- Developed concepts for client projects and campaigns, often writing copy and slogans or producing visual samples to promote and present ideas
- Assisted with WordPress data entry and basic html coding for client website development
- Maintained a system of organization for project files, photo libraries, and archives
- Worked closely with clients and staff to complete projects on time and within targeted budgets

CREATIVE DESIGNER | July 2006 – March 2007

Ocean Optics • Dunedin, FL

- Designed company promotional materials including logos, invitations, direct mail, ads (web and print), CD packaging, posters, billboards, and tradeshow displays
- Developed concepts for product advertising campaigns
- Designed promotional website for company event
- Created detailed illustrations of products and product setups for use in promotional and instructional materials
- Assisted in directing photo shoots and editing photos (resizing, color correction, clean up and spot removal)
- Worked closely with network of print and web vendors to ensure prompt, cost-effective production of quality materials

FREELANCE DESIGNER | February 2006 – Present

- Served numerous clients in the Central Florida area including Bok Tower Gardens, Sun 'n Fun, Pemco World Air Services, and The Junior League of Tampa
- Provided services for key marketing and advertising initiatives, including concept and copy development, illustration, logo design, collateral design, proofreading and editing
- Collaborated with clients to deliver successful creative solutions within specified timeframes and budgets
- Supervised client involvement and project production with selected vendors to ensure delivery of quality print and digital solutions for reasonable, industry standard rates

EDUCATION

Bachelor of Fine Arts (*Summa Cum Laude*), Graphic Design/Illustration | May 2004

University of Central Florida • Orlando, FL

SKILLS AND SOFTWARE

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| • Concept development | • Microsoft Office Suite |
| • Graphic design and layout | • Vuture (email development tool) |
| • Illustration | • Wix (website development tool) |
| • Writing and editing | • Word Press (basic) |
| • Adobe Creative Cloud Apps
(Photoshop, InDesign, Illustrator,
Animate, Acrobat Pro) | • HTML (basic) |

AWARDS

- 2016, 2015 Horizon Interactive Awards – Gold Award Winner for Carlton Fields' e-card (concept, art, design, and development)
- 2013 Polk County AAF Addy Awards – Benny Award Winner for MIDFLORIDA CashCows campaign (concept, character development, illustration, and creation of related materials)