

**ROB STEEL »**  
web design  
graphic design

portfolio  
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A creative visual storyteller who designs websites, graphics and illustrations for marketing, public relations, publications, universities and businesses. Driven to understand user motivations in order to create compelling designs and experiences that engender trust, engage emotional attachment and motivate users to specific interactions leading to measurable results. I place great value on maintaining brand consistency and high-quality visual standards throughout the life cycle of projects.

## WORK EXPERIENCE

### Senior Web Designer | WebMD / 2014-Present

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- ▶ Create desktop and mobile website design solutions in support of WebMD's advertising and sponsored product sales under daily, multi-project deadlines in a fast-paced corporate environment.
- ▶ Design and build HTML5 rich media modules for WebMD's advertising and co-branded revenue products including campaigns for Metamucil, Always Discreet and Eucerin.
- ▶ Contribute to the responsive migration and production of Fit.WebMD.com, a site produced in partnership with Sanford Health.

### University Web Designer | Georgia State University / 2001-2014

- ▶ Developed WordPress-based websites for Georgia State's Rialto Center and Research hub which are used as showcase examples to demonstrate WordPress as a viable content management solution to university Web administrators.
- ▶ Helped lead the migration of Georgia State's entire Web presence into a multi-site WordPress network resulting in a 2013/2014 CASE Award of Excellence for Web redesign.
- ▶ Lead the visual redesign of Georgia State University's website resulting in a 2009/2010 CASE Award of Excellence for Web redesign.
- ▶ Developed and contributed to instructional resources for Georgia State's WordPress migration resulting in university webmasters becoming familiar with using WordPress more quickly.

### Advanced Multimedia Designer | CNN/Sports Illustrated / 1999-2001

- ▶ Designed the Sports Illustrated Swimsuit 2001 website and contributed designs to the Sports Illustrated Swimsuit 2000 website.
- ▶ Streamlined the process of creating custom graphics, templates and deliverables needed for use in sections built by external vendors resulting in easier to manage project workflows.

### The Augusta Chronicle | New Media Designer / Staff Artist / 1992-1999

- ▶ Directed the design, construction and development of a nationally recognized newspaper website leading to increased advertising revenue for Web traffic based ad sales.
- ▶ Managed a production team in the creation and construction of business websites which contributed to the profitability of the New Media department.

## EDUCATION

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- ▶ **The Savannah College of Art and Design, Savannah, Ga.**  
Bachelor of Fine Arts Degree in Graphic Design, Cum Laude

## SKILLS

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### Applications

- Photoshop
- Illustrator
- Dreamweaver
- InDesign
- Flash
- Fireworks
- Microsoft Office
- MacOS / Windows

### Web Design

- Web Visual Design
- HTML / CSS
- WordPress
- OpenText CMS
- HTML Email
- Wireframing / Axure
- Hi-Fidelity Mockups
- Section 508

### Graphic Design

- Digital Illustration
- Logo Design
- Icon Design
- Page Layout
- Typographic Design
- Photo Editing
- Photography
- Brand Identity