ROB STEEL ❱❱
UI/UX Web Design
Visual design
Graphic Design

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A creative visual storyteller with over 20 years of experience ideating, visualizing and implementing user experiences and user interfaces for marketing, public relations, publications, education, and healthcare. Driven to empathize with and comprehend user motivations in order to create innovative 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

▷ Concepting and creating design solutions in support of WebMD's advertising and sponsored product sales under daily, multi-project deadlines in a fast-paced corporate environment.

▷ Designing pre-sale and post-sale mockups for high-profile WebMD clients such as Johnson & Johnson, AbbVie and Claritin.

▷ Ideating and visualizing native-advertising UX/UI pre-sale concepts for successful multimillion-dollar sponsorship contract with Philips Respironics.

University Web Designer | Georgia State University / 2001-2014

▷ Developed WordPress-based websites for Georgia State's Rialto Center and Research hub which were 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

▷ Created the visual design for 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 from Web 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

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

SKILLS

Applications	Web Design	Graphic Design
• Photoshop	• UX/UI Design	• Illustration
• Sketch	• Web Visual Design	• Logo Design
• Illustrator	• Wireframing / Prototyping	• Icon Design
• InDesign	• WordPress	• Page Layout
• Affinity Designer	• OpenText CMS	• Typographic Design
• Axure / InVision	• HTML / CSS	• Photo Editing
• Microsoft Office	• HTML Email	• Photography
• MacOS / Windows	• Section 508	• Brand Identity