

# Robert Crump

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**Innovative Senior Designer** with a successful track record in creating and executing visually-appealing physical and digital assets across mediums that tell a cohesive and compelling story while ensuring brand alignment and consistency. **Collaborative & User-Centric Leader** with expertise in fostering key relationships and optimizing resources to deliver best-in-class solutions.

## Areas of Expertise

**Industry Acumen:** Graphic & Digital Design | Typography | Layout & Composition | Print Production | UX/UI Design | Brand Storytelling | Motion Graphics & Animation | Web Design | Color Theory | Engagement & Conversion | A/B Testing | Analytics

**Leadership:** Creative Direction | Brand Development & Strategy | Project Management | Client Interaction | Stakeholder Management | Relationship Building | Team Management | Coaching & Mentoring | Cross-Functional Communication

**Technical:** Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premier, After Effects, Dreamweaver, Animate, XD | Google Web Designer | Canva | Figma | ChatGPT | MidJourney | Flora fauna | Claude | Microsoft Office Suite

## Professional Experience

### Senior Designer | Discover Financial Services

August 2022 – Present

Provided strategic oversight in creating and delivering engaging visuals across different media, including paid ads, marketing videos, emails, and landing pages to drive conversions and optimize performance while maintaining strategic brand alignment.

- Designed ad creatives for Meta, TikTok, and Google
- Collaborated directly with the marketing teams in strategizing and executing fast-moving campaigns; swiftly adjusted and optimized ad campaigns based on performance analytics and A/B testing insights
- Facilitated comprehensive training sessions for a UX/UI Designer and a Junior Designer on the principles of creating static and motion graphics, animation techniques, and how to effectively use the design software
- Mentored and trained a junior designer on best practices to optimize performance and ensure the creation of quality deliverables that aligned with the intended messaging and brand standards

### Media Designer | FUJIFILM Holdings America

March 2015 – August 2022

Delivered full creative support in the design and execution of print, digital, website, social, and presentation deliverables.

- Developed marketing collateral, including brochures, one-pagers, sell sheets, event signage and booths, and branded promotional items for customer and internal communications
- Strategized the layout and production design for white papers, reports, advertisements, and various marketing assets for both print and digital media outlets
- Produced motion graphics, animations, and videos to support digital campaigns, presentations, and brand storytelling across all social media platforms, such as Meta (Facebook, Instagram), Google, and LinkedIn
- Led all UI/UX design functions for key brand websites and emails under the Fujifilm umbrella, supporting various products, including Photography, Instax Cameras, Optical Devices, Semiconductor Chip, Servers, Endoscopes, and Medical Imaging

### Digital Designer | News America Marketing

November 2012 – January 2015

Designed and optimized user interfaces and experiences for web, email, and mobile platforms.

- Built responsive, user-centered layouts and assets; updated website content to ensure accuracy and brand consistency
- Produced and refined visual assets for mobile applications and web platforms; optimized images and graphics for performance, accessibility, and cross-device compatibility
- Managed ad servicing and inventory using Google DoubleClick for Publishers across multiple web properties
- Designed, deployed, and reported performance of emails, maintained mailing lists, and ensured best practices

### Freelance | Brands

Jay Berry | U.S. Airforce | Kraken Rum | Dora the Explorer | Umizumi | Kellogg's | Yoplait | Nike | Mattel | Greys Anatomy

## Education

**Bachelor of Science in Animation / Diploma in Web Development** | The Art Institute of Philadelphia/Pittsburgh

**AI in Graphic Design Certification** | ELVTR | June 2025

**AI Accelerator Workshop Certification** | U of Digital | June 2025