

ROBYN BERNSTEIN

HTTP://BERNSTEIN.GRAPHICS

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BACKGROUND

A graphic and UX/UI designer with 10+ years of professional hands-on and leadership experience. Highly-focused on translating information into organized and relatable layouts to successfully convey meaning, feeling and positive experiences. Works effectively on multiple platforms and embraces emerging technologies. Thrives on working collaboratively with UX/UI design, development, design and marketing teams.

EDUCATION

University of Maryland, College Park, MD – Graduated May 2006
B.A. Studio Art, Graphic Design Concentration

SKILLS

Software: Adobe Creative Suite: InDesign, Photoshop, Illustrator, XD, Acrobat Pro, Premiere;
Bohemian Sketch; Balsamiq Mockups; Microsoft Office
Web: Responsive Design; Mobile Apps; Material UI; HTML; CSS; Wordpress/CMS; SEO
Print: Pre-press: Digital, Offset; paper and finishing

EXPERIENCE

Healthcare Interactive, Inc., Glenwood, MD – January 2015 - 2019

Lead Designer

- Led all design and usability initiatives: application interfaces; online communications; branding; sales and marketing; print collateral; print vendors
- Wireframed and prototyped user experience and responsive interfaces for healthcare management, insurance benefits, and employee wellness applications
- Supervised front-end developers to translate UX/UI requirements and prototypes into HTML
- Collaborated on project implementation with development team
- Ensured project requirement integration through pre- and post-production UX testing
- Tested digital applications for functional and usability issues. Created design and development requirements for new and improved features
- Designed, built, and maintained company and association websites through CMS
- Established and maintained branding requirements for growing start-up company needing consistency and awareness

Freelance Graphic Designer – January 2007 - Present

- Create graphic, data visualization, and multimedia solutions for private and government clients for annual events and one-off projects

United Communications Group, Gaithersburg, MD – April 2007 - January 2015

Senior Graphic Designer at DecisionHealth

- Provided oversight for new layout software implementation and trained design team for efficient and successful software transition
- Designed, prototyped, and built responsive web applications, websites, and digital media
- Collaborated on marketing strategies to produce logos and collateral for products and events
- Produced layout and edited educational resources for health care professionals and administrators
- Worked directly with vendors for competitive pricing on printing and publishing

Bluefish Publishing, Inc., Bethesda, MD – May 2006 - February 2007

Graphic Designer at *Next Door News* Magazine

- Designed and maintained full-color advertisements for four monthly magazines
- Produced sales materials and branding for increased awareness of start-up company
- Managed weekly advertising schedules for sales team over multiple publications
- Color-corrected and touched-up images for print

VOLUNTEERISM

HOBY: Hugh O'Brian Youth Leadership Organization – May 2009 - Present

Freelance Designer, Web Developer, and Group Facilitator

- Director of Publications and Art Director for annual 4-day seminar
- Oversee 20-person high school sophomore publication team
- Built and maintain state-chapter web page and consult on monthly email blasts

The Shepherd's Table – August 2010 - December 2014 (weekly; 75 hours/year)

Resource Center Assistant

- Distributed mail and other resources to homeless, at-risk, and in-need clients
- Provided clerical support for office