

DANA ROBINSON

Work Experience: MBD - Production Artist, Brand Lead

June 2018 - present

Duties include:

- preflighting, or modifying supplier provided dielines for packaging
- designing new packaging according to brand standards
- knowledge/management of multiple, highly-detailed brands
- checking the work of other artists for compliance with style guides
- self-directed scheduling to meet deadlines

RMS International (USA) Inc. - Design Studio Manager/Designer

February 2016 - June 2018

Duties included:

- designing new and creative products for the children's toy market
- managing a team of designers, training, and critiquing their work
- coordinating with offices in the UK and Hong Kong
- producing factory-ready artwork
- creating customer presentations
- implementing critical paths and studio schedules to meet deadlines
- researching current trends and being reactionary to market changes
- printing and assembly of product mock-ups for the sales team

Faux Designs - Junior Designer/Social Media Specialist

March 2014 - August 2014

Duties included:

- designs for upcoming stationery ranges
- layout, typography and printing of custom invitations and cards
- producing content for social media, marketing new products
- travelling to trade shows
- packaging and shipping product in the warehouse

ABC Photolab - Graphic Designer/Photo Lab Tech

May 2010 - February 2014

Duties included:

- designing brochures, business cards, stationery, books and more
- meeting with customers to discuss their design needs
- printing large-format banners and posters
- operating photo-processing equipment

Education: Montserrat College of Art - 2x BFA Degrees

August 2009 - December 2013

Areas of Study: Graphic Design / Illustration

Skills: High level of proficiency in Adobe Illustrator, Photoshop, and InDesign.

Strong ability to multi-task, and a sharp attention to detail.

Experience communicating with global offices in various time-zones.

An eye for design, typography, and copywriting.

Hands-on with a mind for illustration and craft.

Strong familiarity with production art, packaging design, trend research/forecasting, and toy packaging.