



ROBYN WATSON

Graphic Designer

208.869.1692

RobynLWatson@gmail.com

RobynLWatson.com/folio

linkedin.com/in/robynlwatson

KEY SKILLS

GRAPHIC DESIGN & BRANDING

Visual brand development
Layout, design, and color theory
Understanding of graphic design principles
Compelling visual communication
Expert with Adobe Creative Suite

COMMUNICATIONS

Editorial calendars
Content development
Storytelling (written and visual)

PRESENTATIONS

PowerPoints
Graphics, charts, and graphs
Data visualization

DIVERSITY & EQUITY SKILLS

Knowledge of DEI issues and concepts
Culturally sensitive
Proven adaptability to differing cultural and business environments

WORK EXPERIENCE



GRAPHIC DESIGNER

Idaho Department of Health and Welfare
10/2020-Present

Part of the communications team focused on proactive, strategic internal and external brand and communications strategies. Responsible for creating designs that enhance the readability of all communication materials.

- Create original designs (including illustrations, graphics, images, and photos) as an individual contributor, taking responsibility for projects from client contact, design, internal review, quality assurance, proof inspection, to delivery.
- Use Adobe Creative Suite (Illustrator, PhotoShop, InDesign), and other mediums to develop and design materials according to defined requirements.
- Deliver designs in a wide variety of formats including: Posters, signage, logos, brochures, flyers, pamphlets, digital ads, social media assets, infographics, and emails.
- Provide a unique look and feel to all designs while integrating with the broader company branding guidelines.
- Coordinate workflows between design development and vendors and print shops to ensure high-quality output, on-time and within budget.
- Help drive creative identity across all channels including print, social media, web, and email.



PRESIDENT

SwingOut Adventure, LLC
01/2020-Present

A non-profit community for the love of swing dancing. We focus on diversity and inclusion in every class and dance by providing safe spaces, history lessons, and opportunities to dance in Boise.

- Committed to promoting and supporting an environment of diversity and inclusion.
- Evaluate marketing campaigns for potential growth and improvements.
- Maintain close relationships with other non-profit and dance organizations to identify DEI needs in our communities.
- Assess and identify capability gaps and opportunities for improvement to enable a culture of inclusion and allyship.

CONTACT

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TECH SKILLS

Microsoft Office Suite

Adobe Creative Suite

Google Suite

SharePoint Onlin

Social Media Platforms

SOFT SKILLS

Problem-solving

Time management

Adaptability

Communication (written|verbal|visual)

Creative thinking

Organization

HOBBIES

Photography

Cinematography/Videography

Illustration

Blogging

LANGUAGES

ENGLISH (fluent)

HINDI (beginner)

JAPANESE (beginner)

EXPERIENCE CONTINUED



SOCIAL MEDIA PROACTIVE CONTENT OPERATIONS LEAD AND CONTENT DEVELOPER

Manpower Group Contractor at Hewlett-Packard
07/2016-07/2020

Develop tailored proactive communications to drive engagement across a very diverse consumer base. The goal was to shape HP Support's narrative and build communities through proactive and compelling content.

- Work closely with SME's to understand program objectives and define proactive marketing plans.
- Investigate opportunities to broaden the reach of HP Support via web, social media posts, and advertisements.
- Pilot, test, and deploy new campaigns to connect with consumers via social media.
- Manage a translation team for the remote translation and publishing of social media campaigns in five languages.
- Create and manage a global editorial calendar.
- Work with global teams to ensure content is accurately branded, sourced, and positioned for each region.
- Create outlines and scripts for Facebook Live and podcast options.
- Experience in multimedia work: graphic design, video, illustrations, and animations



MEDIA DESIGNER

FAST Enterprises, LLC
11/2014-01/2016

Lead graphic designer for Requests for Information and Requests for Proposals, marketing materials, and internal company events and communications.

- Draft and execute email/print campaigns.
- Prepare and troubleshoot files for print
- Support and collaborate with marketing professionals
- Create content for logos, brochures, information guides, company directory, yearbooks, e-mails, and other marketing and communications media.

EDUCATION



**BA COMMUNICATIONS:
MEDIA PRODUCTION
AND DIGITAL MEDIA**
Boise State University
2012-2013



**BFA FINE ART:
PHOTOGRAPHY**
Boise State University
2007-2012

References available upon request.