



ROBYN DO

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ROBYNDO.COM

EXPERIENCE

sep 2019 — oct 2023

Strava

Sr. Visual Designer | Created user-centric design and collaborated with Research, Growth Marketing, Marketing and Product teams to deliver digital tools for our athletes and branded campaign assets.

sep 2017 — sep 2019

Recurly

Sr. Visual Designer | Worked closely with cross-functional teams to design systematic print and digit marketing collateral. Managed multiple projects from kickoff to completion.

may 2014 — aug 2016

Column Five Media

Designer | Partnered with multidisciplinary teams to design across print and digital. Executed web, print, branding and social marketing assets. Strong focus in data driven storytelling and infographics.

apr 2013 — may 2014

Seychelles | BC Footwear

Designer | Worked closely with the Creative Marketing Director to create a comprehensive visual identity. Executed print, web/social marketing, product packaging and art direction.

apr 2012 — aug 2012

KBDA

Intern | Designed with a small team of designers to ideate and create various digital and print marketing campaigns including the Natural History Museum, Los Angeles.

sep 2011 — dec 2011

Perspective Branding

Designer | Sponsored Project
Collaborated with a team of designers to explore the idea of a healthy alcohol based product. Distilled research and analysis to propose branding and packaging direction.

jan 2007 — oct 2010

CVS/Pharmacy

Pharmacy Technician | Assisted Lead Pharmacist on all incoming doctor and patient comms. Resolved insurance issues, filed and dispensed prescriptions.

EDUCATION

sep 2006 — dec 2012

California State University, Long Beach

Graduated Fall 2012 with a Bachelors of Fine Art in Graphic Design

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Figma
MAC / PC Platforms
Microsoft Office

Art Direction
Branding
Illustration
Marketing
Social Media
Strategy

Infographics
Storyboarding
Visual Storytelling

AWARDS

Internet Marketing
Association's 2016
IMPACT – Best
Infographic

Dean's Honor List
Fall 2006
Fall 2008

President's List
Spring 2007