

# DARIUS ROBERSON

2121 Windy Hill Rd, Apt 1112, Marietta, GA, 30060  
Email: [DariusL.Roberson@gmail.com](mailto:DariusL.Roberson@gmail.com)  
Design Portfolio: [www.DariusRoberson.com](http://www.DariusRoberson.com)  
Phone: (252) 904 0813

I am a 30 year old designer based in Georgia with a passion for contemporary design. I love everything relating to branding, web design, and product design, and over the past several years I've been using my expertise to assist companies around the world.

## SKILLS

**Proficient in:** Graphic Design | Visual Design | Branding | Web Design | Wordpress Development & Design | Video editing | Packaging Design | Apparel Design | UI/UX Illustration | Digital Marketing | Direct Response Marketing | Project Management | Front End Interaction/Visual Design | Image Manipulation and Prep

## Experience

*Response Mine Interactive Atlanta, GA November 2016 – June 2018*  
**Graphic Designer / A/B Testing Manager (On-site)**

- Responsible for understanding the benefits of A/B testing in the direct response environment, managing the A/B testing team, and producing multiple designs on a weekly basis to be developed on mobile, desktop and tablet for more than five clients.
- Responsible for the quality assurance of all designed and developed mobile, desktop and tablet landing pages, marketing banners, and printed material.
- Create, present and defend high-quality innovative productions that meet/surpass the need of the consumer and improve the visit to lead conversion rate of each client, to peers and executive level stakeholders.
- Responsible for coordinating, managing and updating documentation for website. Also provide training to internal team on use of tools, processes and tracking of documents.
- Utilize project management and task tracking programs such as Basecamp and Asana to effectively track and produce highlights of the time spent on numerous projects between clients.
- Responsible for creating an action plan with an end goal of making practical and effective use of Google Analytics, Google Adwords, Lucky Orange and multiple user testing options within the creative department to gain insight on the consumer and provide a greater return on investment.
- Produce stunning logos and brand guidelines for multiple internal and external brands.
- Design and Develop Search Engine Optimized websites using Wordpress.

*Unique GFX Branding Charlotte, NC January 2007 – 2016*  
**Freelance Art Director / Graphic/Web/Mobile UI Designer**  
**(For several local small businesses and educational institutions)**

**Client List:** Delhaize America : Foodlion (2016), North Carolina Central Univeristy (2007-Present), Louisiana State University (2012-2014), Winston Salem State University (2008-2009), The Creative Group (Currently), The Ettain Group (2015), Citrix (2015), LegalHub (2012-2013), Def jam Records

(2007-2009), Club One Charlotte (Currently), Sports One Bar & Lounge (Currently), Faith Tabernacle United Holy Church (2015-Present)

- Utilize technology to drive the design process, including various Adobe applications, to perform quality plan drafting and design support for various forms of presentation and marketing media.
- Identify and develop prospective graphic design clients with polished introduction and presentation skills, utilizing various design techniques to meet client needs.
- Perform needs-based client assessments to provide effective and creative solution, offering sound advice and recommendations when necessary.
- Organize and manage drafting and design process from inception to implementation, while collaborating effectively with all parties involved in design process and utilization.
- Maintain a strong working knowledge of industry regulations, design techniques, media development and usage, marketing strategies, technological applications, and other relevant items.
- Address client queries and resolve them in an expedited manner while acting as an effective liaison between clients, vendors / contractors, and other parties.

*Wells Fargo Charlotte, NC June 2015 – December 2015*  
**Interaction/Visual Designer (Remote/On-site)**

Commented [1]:

- Worked on high-profile or complex projects, and lead projects or teams of user-centered design specialists, including content strategists, information architects, user interface designers, visual designers, and developers.
- Responsible for developing and executing design solutions for projects.
- Developed and executed customer experience solutions by employing a broad array of user centered design tools including: customer experience brief, site strategy, wireframes or visual mockups, site layouts, site maps, taxonomies navigation schematics, task flows, design briefs, key screens, templates, prototypes, while assessing business, user and technical requirements.
- Analyzed relevant internal and external sites and consult standards and guidelines as well as policies to determine best practices.
- Craft graphic elements, assets, and visual treatments that adapt and flow with responsive design systems.
- Presented and defended designs and key milestone deliverables to peers and executive level stakeholders.
- Responsible for coordinating, managing and updating documentation for websites and applications. Provide training to internal team on use of tools, processes or tracking of documents.

*Lawyer Search Network Charlotte, NC June 2011 – November 2013*  
**Graphic Designer (On-site)**

- Utilize technology to drive the design process, including various Adobe applications, to perform quality plan drafting and design support for various forms of presentation and marketing media.
- Create stunning visuals for both print and digital media using the latest Adobe Creative Suite.
- Prepare low fidelity prototypes of sites/features (ranging from paper-and-pencil concepts to wireframes or interactive prototypes) for internal review and brain storming.
- design models and simulations based on requirements); help define design processes, standards, and tools; ensure designs are complete and accurate and fit with overall standards and practices for self and others; identify components that need additional design; determine impact of new or changing designs.
- Provide detailed and accurate estimates for specific modules and components; define dependencies between modules and components; assist with project planning efforts.
- Work closely with art directors, creative directors, copywriters, and web developers, to translate marketing and brand strategies into comps that render beautifully in print and code.
- Responsible for the design and development of simulations for web application user interface components. Design user interface components and page layouts Design custom graphics. Meet with developers and stakeholders to discuss on sites user interface design and navigation.
- Manage multiple projects print and digital while remaining flexible through multiple revisions and keeping a keen attention to detail.

Additional Skills

**Design Software**

Experienced graphic artist well versed with 10+ years of experience in Adobe Design Suite, and Paint Shop Pro

**Task & Project Management Software**

Proficient with Basecamp, Asana, Monday.com

**Operating Systems & Software**

Proficient with MS Word, MS Excel, MS PowerPoint, MS Outlook, iOS, and Windows (XP, Vista, 7, 8, 10)

**Personal**

Charismatic | Excellent communication skills | Exceptional listener | Analytical/Research Skills | Computer/Technical Literacy | Flexibility/Adaptability/Managing Multiple Priorities | Interpersonal Abilities | Leadership/Management Skills | Planning/Organizing | Problem-Solving/Reasoning/Creativity | Stress Tolerant

Education

**North Carolina Central University** *Durham, NC 2006-2009*

Pursued BFA in Visual Communications with a focus on graphic design. Left in 2009 to pursue business and employment opportunities.