

Robert Mingoa

Brand Designer

I am a customer-driven designer, animator, video editor, planner, and problem solver. Adopting my clienteling background to contribute in the creation of my digital and print designs.

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EXPERIENCE

Brand Designer (Contract), The Marketing Cloud

Sep. 2025 - Present

- Created B2B branding and marketing materials, such as social media ads, guide books, Powerpoint decks, event collateral and product web pages.

Brand Designer, Checkr

Mar. 2021 - Dec. 2024

- As part of the Brand Studio team, partnered with marketing stakeholders to create on-brand and well-executed solutions across a wide range of mediums and projects, including ads, web, events, sales and presentation decks, and emails.
- Attended morning stand-up meetings and design reviews to ensure quality and efficient delivery of printed and digital collateral, in addition to videos and animations.
- Ensured proper handling of work volume by coordinating with the project manager and guaranteeing submissions to be on time.
- Translated existing designs to various sizes and forms through expert production knowledge and techniques.

Visual Designer, Freelance

Dec. 2019 - March 2021

- Worked with non-profits to produce mockups and prototypes for mobile apps and responsive websites based on user research, sketches, and wireframes.
- Managed design teams on redesigning responsive websites and applications by adopting an Agile Scrum framework.
- Created usability tests and analyzed usability test results, which gained a 93% overall task success rate by collaborating with a software engineer on a design sprint for a personalized news platform.
- Ensured proper alignment with specified brand design goals and outcomes by leading weekly presentations with the founder and development team, using collaborative feedback.

SKILLS

Brand Design
Print Design
Web Design
Animating
Video Editing
Event Design
Typography
Mockups
Prototyping
Wireframing
Style Guides
Usability Testing
Competitive Analysis
Moodboards

TOOLS

Figma
Adobe Creative Cloud
Google Suite
Asana
Airtable
Marketo
Jira
Usability Hub

EDUCATION

Flatiron School

UX/UI Design

University of San Francisco

B.A., Graphic Design