

# IAN ROBERTSON

SENIOR VISUAL DESIGNER - WEB DESIGNER - MARKETING DESIGNER

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## PORTFOLIO LINKS



My Portfolio

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## PROGRAMS USED

FIGMA

PHOTOSHOP

ILLUSTRATOR

SKETCH

INDESIGN

INVISION

AFTER EFFECTS

PREMIERE PRO

ADOBE CREATIVE SUITE

## TECHNICAL SKILLS

UI/UX

PROTOTYPING

VIDEO EDITING

ICONS

LOGOS

MARKETING

WEBSITES

HTML

CSS

ILLUSTRATIONS

A/B TESTING

EMAILS

MOTION

APP DESIGN

PRINT DESIGN

MGFX

WEB

BANNERS

SOCIAL MEDIA

EVENTS

SLACK

SLIDE DECKS

ASANA

JIRA

MERCH

LANDING PAGE

MARKETING DESIGN

WEBSITE DESIGN

UI/UX DESIGN

AI DESIGN TOOLS

## EXPERIENCE

AUG 2024 - PRESENT

### BAY ALARM MEDICAL - SENIOR FREELANCE DESIGNER

- Completely re-branded the company for a modern era (colors, logo, typography, design systems, packaging, social media, website, app)
- redesigned the company website which has resulted in increased website traffic, higher conversion rates, improved SEO optimization, product quizzes, smoother user-experience, developed a more robust and easier to follow component library/design framework in Figma.
- Worked with internal and external Dev teams to rethink and redesign the Bay Alarm Mobile App. Provided a cleaner and mor user-friendly UX/UI experience while also updating the design to be cohesive with the website and profile dashboard.
- Continue to provide support with photography, video work/video editing, sales/marketing material, product packaging, social media strategy, event designs + swag. **I am the only designer at the company so i oversee all aspects of the design at Bay Alarm Medical.**

FEB 2025 - ENDS DEC 2025

### HINGE HEALTH - SENIOR CONTRACT DESIGNER (through Aquent Studios)

- Designed high-quality marketing and communication assets across digital, print, email, social, and internal channels.
- Translated complex health concepts into clear, accessible visual designs, infographics, and patient-facing materials.
- Maintained and evolved brand consistency while producing campaign assets, templates, iconography, and layout variations.
- Delivered production-ready files (Figma, Illustrator, InDesign) with fast turnaround and strong attention to detail.
- Collaborated with copywriters, PMs, and marketers to interpret briefs, refine concepts, and execute polished creative.
- Managed multiple overlapping projects independently while meeting deadlines in a fast-paced environment.
- Improved workflows, identified design inconsistencies, and proactively upgraded existing assets.

May 2024 - JAN 2025

### RUN STUDIOS - SENIOR TEMP DESIGNER @ AMAZON

- Working with the Alexa Mobile App team
- Helping improve click-through rate for specific modules within the Alexa App in order to increase sales of additional Alexa Echo Accessories
- Participating in A/B Testing in order to help use data to determine which design directions resonate strongest with end users.
- Photo retouching, banner design, Rich Push Design & Design Strategy

AUG 2021 - JULY 2023

### PANDORA/SIRIUSXM - VISUAL DESIGNER

- Spearheaded the 2022 Home for the Holiday Campaign, orchestrating a strategic initiative that successfully amplified traffic and generated buzz for SiriusXM's Seasonal channels. Directed the design team in aligning with established brand guidelines and resources for the campaign.
- Collaborated with motion designers to conceptualize and execute weekly Time Square Banners spanning a full city block.
- Designed for Pandora Live Events, collaborating closely with the marketing team to create compelling digital and event merch.
- Contributed to Pandora Live Events featuring renowned artists such as Joe Jonas, Doja Cat, AJR, Brittany Howard, Ed Sheeran, and others.
- Assisted the DR Team in A/B testing of Google display ads, implementing strategic testing methodologies to refine in-app and Google display banners.
- Achieved increased click-through rates through meticulous testing and optimization efforts.
- Expedited production design for in-app assets and station tiles on both Pandora and SiriusXM Apps.
- Utilized Figma, Photoshop, and Illustrator based on project requirements.
- Leveraged AI tools to streamline idea generation for brainstorming sessions related to Cultural Heritage Events and app tile background textures.

OCT 2021 - JAN 2022

### SALTED STONE - TEMP CONTRACT DESIGNER

- Worked closely with lead product designers in Figma to contribute to the development of client web pages.
- Ensured adherence to established brand guidelines for various clients, maintaining cohesiveness and brand alignment with existing work.
- Engaged with diverse clients, receiving design requests from stakeholders to establish company brand guidelines.
- Executed the design and development of web pages, landing pages, marketing assets, email templates, and branded illustrations.
- Created original illustrative pieces for clients to facilitate customer comprehension of concepts on web pages.
- Produced complex and high-fidelity illustrations to enhance information clusters, and crafted smaller icons to aid in the understanding of web page bullet points.
- Played a key role in developing slide decks for a biotech client, interpreting complex information and presenting it through visually appealing and easy-to-understand graphics and layouts.

May 2020 - Aug 2021

### AQUENT STUDIOS - CONTRACT DESIGNER

- Engaged as a contracted designer to provide crucial support to Pandora LLC, contributing to the enhancement of visual elements.
- Collaborated with the Email team to refine and elevate existing email templates, implementing strategic changes such as condensing copy, refining headers, and harmonizing colors for improved usability in both light and dark modes.
- Elevated the Time Square Display Banner template by integrating smart objects, enhancing usability, and facilitating smoother collaboration with motion designers. Successfully standardized the template for use across both SiriusXM and Pandora, ensuring consistency and efficiency.
- Worked closely with Pandora Designers, offering valuable support in creating in-app tile assets and contributing to motion graphic projects.
- Applied brand guidelines to generate cohesive designs for Pandora Live Events, actively participating in collaborative sessions to brainstorm compelling brand campaign ideas for Cultural Events.

JAN 2018 - JAN 2020

### GIVING ASSISTANT - MARKETING GRAPHIC DESIGNER

- Served as the exclusive marketing designer within our small team, contributing to diverse marketing initiatives and campaigns.
- Led projects encompassing media kits, company metrics, co-branded partnership assets, infographics, landing pages, and social media assets involving collaborations with numerous brands.
- Took on a leadership role providing design direction and constructive feedback on various projects to our seasonal contract designer.
- Collaborated with the Lead Product Designer in the comprehensive rebranding and redesign of our company website.
- Enhanced website UI and navigation by implementing improved layouts for offer deals, streamlining banner designs, optimizing Google display ad placements, and designing an updated blog page.
- Designed and implemented a more efficient and user-friendly email template, significantly accelerating the execution rate of email campaigns within our team.