

Robert Walter

Brand & Digital Designer | E-Commerce & Email Marketing

📍 Richmond, CA

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WHO I AM

Brand and digital designer with experience across web, e-commerce, email, packaging, print production, and motion graphics. I specialize in strategically based design informed by analytical review of A/B test results, with a focus on producing optimized results. I have the ability to work under any brand lens, developing assets that effectively target brand audiences, drive results, and satisfy company needs. A rapid production rate and relentless work ethic give me the ability to execute large workloads with accuracy and proficiency.

- Brand Strategy & Development
- Brand Identity & Re-branding
- Creative Direction
- Campaign Development
- Digital & Email Marketing
- E-Commerce / Shopify
- UX & Conversion Optimization
- Google Ads / PMAX
- Product & Lifestyle Photography
- Art Direction & Photoshoot Production
- A/B Testing
- Performance Analysis

EXPERIENCE

Lead Brand Creative & Email Marketing Manager

Grow Strong Industries (Gorilla Grow Tent & Lotus Nutrients) | Santa Rosa, CA | February 2025 - June 2026

Joined as Lead Brand Designer; took on digital marketing, email, and e-commerce responsibilities while continuing to lead brand initiatives. In the first few months, I grew email marketing revenue by 81%, Shopify revenue by 46%, conversion rate by 36%, and email list subscription rate by 45% through the use of A/B testing and result based optimization. Managed the Shopify storefront end to end: pricing, inventory audits, UX improvements, sales materials, and partnered with the wider creative team to keep brand, email, and web assets consistent across both brands.

Branding & Website Designer

Gecko Designs | Missoula, MT | Jan 2023 – Nov 2024

Developed custom brand identities and visual systems tailored to client goals and business needs. Led website projects from initial concept and UX development through final, pixel-perfect Figma designs, collaborating with development teams through implementation. Frequently trusted to take over complex or under performing projects and develop refined solutions to better meet client requirements. Successfully absorbed the firm's full design workload during a simultaneous designer maternity leave, maintaining project continuity and client deliverables until the team returned to its full capacity.

Lead Brand Designer & Company Photographer

Innov8 Partners (Sherpa Adventure Gear, Kevin's Natural Foods, First Tactical, Noble Outfitters) | Modesto, CA | Apr 2018 – Mar 2020

Curated seasonal campaign assets across multiple marketing and communication channels, created marketing assets to support seasonal product launches, and worked closely with our teams and sales partners to optimize our marketing initiatives. Partnered with internal departments to develop and ensure accuracy across seasonal product lines and marketing assets. Led the modernization and re-branding of Sherpa's visual identity including its current signature and style guide. Served as the company-wide lead studio photographer.

EDUCATION

- Bachelor of Arts, Graphic Design
Academy of Art University, San Francisco, CA | 2017
- Certificate of Completion, Digital Marketing
Harvard Business School Online | 2025