

ALEX ROBISON, "HOOVER"

PROGRAM MANAGER

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EXPERIENCE

PROGRAM MANAGER, CREATIVE AUTOMATION

Amazon | 2018 - Present

I have led the creation of multiple programs that expedite and scale creative output, while maintaining a high bar for quality.

- Leading exploration into ethical use of generative AI to improve scale and consistency of creative workflows
- Owned creation of self-service image tools responsible for Automating ~85% of Amazon Devices ads (~20,000/year)
- Increased output for T1 Events (ex. Prime Day, Black Friday) by 200% with flat headcount

VISUAL DESIGNER

AT&T | 2015-2016

At AT&T I was part of a small creative team responsible for creating advertising material for web.

- Authored project playbook for day-to-day requests
- Built templates improve team consistency, reduce lead times
- Presented storyboards for animations to internal partners
- Produced high-volume static and motion ads for devices

PRODUCT DESIGN LEAD

Microsoft | 2016-2018

Worked as creative lead managing design resources, production design projects, scoping, tools, and templates.

- Executed largest, multi-product launch campaign to date for E3
- Reduced creative response times and lead times by 40+%
- Shipped print and web creative for brands like Windows 10, Office, and Xbox
- Supported R&D for high-touch retail solutions, including design, documentation, and presentation

VIDEO PRODUCER

Wizards of the Coast | 2014-2015

At Wizards, I was the primary video producer for the Wizards Trade Network, and assisted on DnD and Magic productions.

- Authored playbook for accessible, mobile-first SEO strategy on video releases for all product launches
- Boosted engagement on videos by utilizing closed captioning to consolidate localized videos into a single source
- Contributed to brainstorming sessions that eventually resulted in the launch of DnD Beyond and Tales from the Yawning Portal

TOOLS

Asana

Jira

Workfront

SQL

JavaScript

Python

HTML

CSS

Figma

GitHub

Adobe Products

Adobe Libraries

Houdini

Box

SKILLS

Team Leadership

Team Building

Communication

Process Docs

Writing

Change

Management

Project Planning

Prioritization

Resourcing

Scale

UX

Design

Dungeon Master

EDUCATION

BS | DIGITAL ARTS AND DESIGN

Full Sail University | FL, 2010-2012

Valedictorian, 2012