

# ALEX ROBISON, "HOOVER"

CREATIVE DIRECTOR

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## EXPERIENCE

### ASSOCIATE CREATIVE DIRECTOR

**Amazon** | 2018 - Present

Working for a global brand has truly immersed me in the business of design, turning my focus towards my talent for scale.

- Automated ~85% of banner ad creative (~20,000 per year)
- Reduced creative lead times by 40%
- Increased output for T1 Events by 200% with flat headcount
- Creative lead building creative systems at a global scale

### VISUAL DESIGNER

**AT&T** | 2015-2016

At AT&T learned about being a self-managed creative, being quick and scrappy, and finding efficiency in daily routines.

- Developed team creative standards for daily requests
- Standardized creative templates to reduce creative lead times
- Created concepts and storyboards for static/motion ads
- Produced high-volume static and motion ads for devices

### PRODUCT DESIGN LEAD

**Microsoft** | 2016-2018

Working here really strengthened my ability to adapt to different types of creative work—motion, video, 2D and 3D, even interactive design.

- Executed largest, multi-product launch campaign to date for E3
- Reduced creative response times and lead times by 20-40%
- Led creative production for Windows 10, Office, and Xbox
- Supported creative R&D for high-touch requests

### VIDEO PRODUCER

**Wizards of the Coast** | 2014-2015

At Wizards, I learned about the business of creative and how to coordinate directly with agencies and company leadership.

- Created an accessible, mobile-first SEO strategy for video
- Reduced final deliverables while increasing total engagement
- Assisted video production for DnD and Magic
- Led video production for Wizards Trade Network

## SKILLS

3D	Audition	Visual Design	Basecamp
Figma	Illustrator	Motion Design	MacOS
Team Leadership	InDesign	Audio Editing	Windows
Management	Lightroom	Dungeon Master	Python
Adobe CC	Photoshop	Houdini	JavaScript
Adobe Libraries	Premier Pro	Jira	HTML
After Effects	XD	Workfront	CSS

## EDUCATION

### BS | DIGITAL ARTS AND DESIGN

Full Sail University | FL, 2010-2012

Valedictorian, 2012