Alex Robison

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CREATIVE DIRECTOR

Systems-oriented creative leader with a high quality bar while reducing operating costs and ethically integrating AI solutions.

ASSOCIATE CREATIVE DIRECTOR

Amazon | 2018 - Present

Leading the creation of solutions that expedite and scale creative output, while also increasing quality.

- Automating 85% of banner ad creative for Amazon's in-house hardware brands
- Developing AI solutions to increasing quality and consistency of marketing and advertising creative
- Reduced creative lead times by 40%
- Increased output for T1 Events by 200% with flat headcount
- Reduced day-to-day creative iteration by 70% by developing product style guides and 3D guidelines

VISUAL DESIGNER

AT&T | 2015-2016

Designer for a web marketing division responsible for campaigns featuring partners like Apple, Samsung, and LG.

- Developed and deployed design standards and templates for onsite and in-store marketing with internal marketing teams, reducing lead times by 20%
- Concepted and storyboarded for static/motion marketing campaigns
- Produced high-volume static and motion content

PRODUCT DESIGN LEAD

Microsoft | 2016-2018

Creative leader managing design headcount, streamlined design projects through new scoping tools and templates.

- Executed largest-to-date, multi-product launch campaign for E3 2017
- Built intake mechanisms and templates that reduced creative response times and lead times by 20-40%
- Led creative production for Windows 10, Office, and Xbox
- Supported creative R&D for large-scale event and in-store retail fixtures

VIDEO PRODUCER

Wizards of the Coast | 2014-2015

Primary video producer for the Wizards Trade Network, assisted on Dungeons & Dragons and Magic The Gathering productions.

- Created mobile-first SEO strategy style guide for video to increase accessibility and engagement
- Created video production playbook to improve team efficiency and consistent output
- Led video production for Wizards Trade Network announcements of 3 different product set releases

SKILLS

AI	After Effects	UX, Visual, Motion Design
JavaScript	Illustrator	3D, Audio, Photo Editing
HTML / CSS	InDesign	Project Management
Python	Photoshop	Team Leadership
Figma	Premier Pro	Dungeon Master

EDUCATION

BS | DIGITAL ARTS AND DESIGN
Full Sail University | FL, 2010-2012

Valedictorian, 2012

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