

Kyle Clinton Robertson

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Summary

I am a highly motivated and detail oriented multi-disciplinary creative professional specializing in Web & Digital Product Design and Creative Development. After attending the joint York University and Sheridan College Design program I studied multiple web programming languages in order to expand my skill set beyond print design into digital media. After working on print and web projects with Draxhall Jump, Elliot Animation, and Anthem Imaging & Design I landed my current role at The Walsh Group with a focus on digital media where I find myself currently.

Skills

PRINT/WEB/UI & DIGITAL PRODUCT DESIGN

- ~ Executing visual designs for print, web and mobile platforms, including wireframes, prototypes, high-fidelity deliverables and supplemental assets such as presentation boards, mockups and motion graphics,
- ~ Overseeing the integration and consistency of brand elements across all touchpoints to ensure cohesive user experiences, and managing content population and messaging strategies.
- ~ Presenting and reporting to clients and project managers, while collaborating with cross-functional teams to ensure alignment of visual assets with project and operational goals.

CREATIVE/FRONT-END DEVELOPMENT

- ~ Developing and implementing responsive, interactive web applications using HTML, CSS, JS, and a range of frameworks
- ~ Integrating dynamic features such as transitions, animations, and micro-animations to enhance user interaction, reinforce brand integration and promote engagement.
- ~ Delivering clean and maintainable code, adhering to best practices and standards compliance.
- ~ Conducting Cross-browser testing and QA, ensuring consistency on all major browsers and devices.

SEARCH ENGINE OPTIMIZATION

- ~ Optimizing performance for load times, reduced bounce rates and improved retention.
- ~ Search Engine Optimization (SEO) for organic rankings, visibility and search performance.
- ~ Implementing accessibility features and standards compliance.
- ~ Comprehensive security measures including SSL
- ~ Integrating analytics (e.g., Google Analytics) to track user behaviour, conversions and project-specific KPI's.

Proficiencies

Illustrator	Photoshop	InDesign	After Effects	Dreamweaver
Javascript	HTML/CSS/SCSS	jQuery	Bootstrap	VSCode
React	Figma	NPM	Github	Next.js
Acrobat				

Experience	The Walsh Group 38 Trolley Cres, Toronto, On. 416.865.0862 In-house graphic and web designer.	February 2008 — Present
	Anthem Imaging & Design 2072 Lakeshore Rd. Burlington, On. (905) 634-7759 Create Anthem brand. In-house graphic designer.	February 2006 — December 2007
	Draxhall Jump Entertainment/Elliott Animation 219 Dufferin St. Suite 100A. Toronto, On. (416) 588-6364 Print, and Web Design.	July 2004 — January 2006
	Full Tilt Inc. 63 Queen St. South. Mississauga, On. (905) 567-1296 Shop manager and graphic designer.	May 1996 — June 1999

Education	York University and Sheridan College York Sheridan Design Degree Honours Program.	September 2001 — April 2004
	Sheridan College Art Fundamentals.	September 2000 — April 2001

Websites	markbelford.ca	1989condos.com	harhay.ca
	kingswaycrescent.ca	griddevelopments.com	toybx.ca
	parliamentandco.ca	latch-developments.com	aykler.com
	thegardendistrictcondos.com	everhomemarkham.ca	shercorp.ca

References	Available on request.
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