

Yasmine Robles

DESIGNER | CREATOR | COFFEE ADDICT

About

Experienced in design, project management, and marketing, I strive to be a company's creative support while staying energetic, productive, and self-motivated. As your creative partner, I'm ready for any project, deadline, and challenge! [Lets get started.](#)

Education

Columbus College of Art & Design
BFA in Inudustrial Design
Graduated May 2010

Accomplishments

Trustees Scholarship 2006 to 2010
from Columbus College of Art & Design
Elmer's Glue Inc Competition
4th place in a product design competition for a collection of office supplies.

Skills

Photoshop	
Dreamweaver	
HTML	
CSS	
Illustrator	
Fireworks	
InDesign	
Lightroom	
Magento	

Other

Volunteer Photo Editor for Worth A Shot, a non-profit company that photographs shelter animals to help with marketing materials and adoption goals.

Fun Facts

I'm a beginner Salsa dancer and my favorite coffee is the "Red Eye" from Starbucks.

Stay In Touch

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Experience

LBrands (International) - La Senza | Front-End Web Designer

September 2014 to Present

Day-to-day activities include assisting in email creation/coding, updating the site creative, and working with cross-functional partners to achieve a cohesive brand. Projects balanced include designing and prepping for bra launches, converting print marketing assets for use on the site, last minute sales, and pay-per-click ad creation. To help further success within the brand, I taught other designers the basics in coding.

Robles Designs | Owner & Designer

June 2010 to Present

As the owner and head designer, I've accomplished growth in sales, client relations, and have overseen junior designers while working on projects such as websites, graphics, and social media management. Robles Designs specializes in the creation of visual brand elements that drive businesses.

Miracle Eyebrows & Sister Companies | Designer

March 2014 to September 2014

Tasks included social media management, creating collateral materials, and planning/assisting in marketing events in the northeast region of the U.S. Collaborated on marketing pieces for membership launch and grand openings. Helped create a strategy for online promotions, email marketing, and contacting malls to enhance our marketing potential, while serving the design needs for 40+ stores/salons.

One Stop Signs & Graphics | Designer & Project Manager

January 2013 to July 2013

I designed and oversaw the creation of multiple signage, print graphics, web advertisements, and other design projects. I contacted wholesale companies, gathered quotes and ordered materials, while developing and maintaining the inventory. I updated previous, current, and potential client lists into an accessible format while developing marketing and sales campaigns, tracking discounts, and leads. After designing and building the company website, I created and maintained social media outlets, developed and tracked email campaigns, while attending promotional events.

Darby Creek Trading | Web Administrator / Designer

November 2011 to April 2012

While assisting in website development and editing, I created a variety of print and web advertisements ranging from pay-per-click ads to customer mailers. I managed social media outlets including the blog, Facebook, and Twitter while assisting with in-house product photography. I assisted in managing the main e-commerce website and fully maintained the Amazon and Ebay stores, while ensuring the fulfillment of all orders.

Think Big Color | Junior Designer

May 2010 to November 2011

Hired on after an internship, I aided in photo editing, logo design, and signage creation. I assisted the production team in manufacturing and installation.