

Yasmine Robles

DESIGNER | CREATOR | COFFEE ADDICT

About

Experienced in design and development and taking websites from bland to fab. I'm a company's creative support while staying energetic, productive, and self-motivated. As your partner, I'm ready for any project, deadline, and challenge! **Lets get started.**

Education

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

Accomplishments






Featured in:

Summer 2016 - 2 courses for beginner entrepreneurs - focus on brand dev.

Jan 2017 - Zabrina Janda's podcast - branding and why it's important for businesses.

Trustees Scholarship 2006 to 2010 from Columbus College of Art & Design

Skills

Photoshop	
HTML	
CSS	
Illustrator	
Bridge	
InDesign	

Volunteer

Girl Develop It
Volunteer teacher's assistant, supporting

Fun Facts

I'm an avid salsa, bachata, and kizomba dancer. You can usually find me at a local latin dance event! Feel free to join me.

Stay In Touch

 @RoblesDesigns

 /in/yasminerobles

 /YasmineRoblesDesigns

Experience

Things Remembered | Digital Designer

August 2017 to Present

Working on daily email design and development, I supported the digital design department with daily emails focusing on flash sales, floor set changes, and seasonal announcements for both B2B and B2C - all while maintaining brand integrity and consistency.

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. Visit the site: RoblesDesigns.com

LBrands - La Senza | Front-End Web Dev. + Design

August 2014 to August 2017

From updating site creative (graphics to development) to working with cross-functional partners to achieve a cohesive brand. Projects balanced include designing and prepping for floor set launches, converting print marketing assets for use on the site, last minute promotions, and digital ad creation.

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 marketing potential, while serving the design needs for 40+ stores/salons.

One Stop Signs & Graphics | Designer & Project Manager

January 2013 to July 2013

Darby Creek Trading | Assistant Web Admin / Designer

November 2011 to April 2012

Think Big Color | Junior Designer

May 2010 to November 2011