

Designer

Digital | Web | App | Print



Jerry Robinette

+1 437 328 7273

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jerryrobinette.com

EXPERIENCE

Digital Design & Content Manager @ AUSIEX

02.2021 – Present | Sydney, NSW Australia

AUSIEX, an Australian wholesale broker providing trading solutions and services to financial institutions and intermediaries. They specialise in equities execution, clearing & settlement services, and equities administration.

Responsibilities

- Accountable for driving the development and delivery of a cohesive, consistent, and contemporary design and content experience across AUSIEX's digital and traditional touch points.
- Work closely with Marketing, UX/CX, Product Owners, Business Analysts, and Developers to ensure best-in-class brand and design experiences.
- Collaborate with, and support the Marketing team through the design and production of a range of print and digital marketing materials.
- Oversee the Digital Content Specialist to ensure the content and visual elements across the websites and microsites are up-to-date and deliver a premium online experience for our customers.
- Perform UAT & BVT testing for websites from a UX/UI design perspective.
- Collaborate with UX/CX team to create user journeys and detailed wireframes using UX/UI design standards – the UX/CX team drive the development of wireframes, informed by customer research and other data points. Bring to life high fidelity wireframes through contemporary UI/UX design principles.
- Handover completed designs to Product Owners, Business Analysts, and Developers for production.
- Collaborate with Marketing and other stakeholders to design and produce a range of marketing materials, including emails, banners, landing pages, and print items.
- Consult and collaborate with Marketing on developing and applying AUSIEX's brand guidelines.

Accomplishments

- Collaborated with CX/UX and on the redesign (UI) for one of Australia's top 4 banks share trading app. Fixed accessibility issues and brought the app more inline with the company's brand.
- Collaborated with CX/UX on redesign (UI) for one of Australia's top 4 banks share trading website dashboard to enhance the UI, making it responsive and bring the dashboard more inline with the company's brand.
- Development of a modular three-tier CSS approach to the websites. Allowing a faster design and development of webpages.

UX Specialist @ CommSec / AUSIEX

02.2020 – 02.2021 | Sydney, NSW Australia

In May 2020, the Commonwealth Bank of Australia (CBA) sold CommSec Adviser Services (CAS) to Nomura Research Institute (NRI). CommSec Adviser Services became AUSIEX, an Australian wholesale broker providing trading solutions and services to financial institutions and intermediaries. They specialize in equities execution, clearing & settlement services, and equities administration.

Responsibilities

- A one year secondment.
- AUSIEX 2.0 Branding Team to develop new branding for the company
- Branding uplift of one of Australia's top 4 banks share trading website

SOFTWARE

- Acrobat Pro
- Animate
- Codekit
- Dreamweaver
- InDesign
- Illustrator
- Lightroom
- Mamp Pro
- Microsoft Office 365
- Photoshop
- Premiere Pro
- Transmit
- XD

CODE

- Accessibility
- CSS / SASS
- HTML
- Javascript
- jQuery
- Markdown
- PHP
- Responsive
- SQL

SAAS

- DotDigital
- Google Analytics
- MailChimp
- Salesforce
- Sauce Labs
- SVGator
- Webflow
- Wordpress
- Zeplin

INDUSTRIES

- Automotive
- Construction
- Community Services
- Communications
- Disability
- Education
- FinTech
- Government
- Healthcare
- Legal
- Manufacturing
- Public Agency

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- Transition of digital and print marketing materials from the CAS brand to the AUSIEX brand.
- Created a forms style guide and InDesign template for use for over 150 forms across multiple white labels

- Created a synergy between, UI, CX / UX team, Product Owners, Developers and the Content Team. Establishing a way to meet all the team's needs in order to uplift and improve processes.
- Educated Product Owners, Business Analysis and other stakeholders on best UI/UX design practices

Content Manager @ CommSec

09.2018 – 02.2020 | Sydney, NSW Australia

Commonwealth Securities Limited (CommSec) is Australia's leading online broker whose services include online investing, margin lending, cash management, SMSF, and managed funds. CommSec Adviser Services (CAS) is the wholesale broker division of CommSec. CAS provides trading solutions and services to financial institutions and intermediaries.

Responsibilities

- Designed and developed a modular EDM template and pattern library to be used as a white label solution for both AUSIEX and their clients. Reduced the turnaround time for EDMs from days to an hour. Removed the need for agency to do the work saving approx \$50k a year.
- Developed a coding solution / process to create and publish emergency site news across multiple websites quicker.
- Created a business case for the use of Adobe Creative Cloud Suite. Saving the company money by providing me the software that I needed to bring more design and development in house instead of using an agency.
- Accepted the UX Specialist role on a 1 year secondment.

Freelance / Contract Designer @ jerryrobinette.com

04.2014 – Present | Sydney, NSW Australia

A Freelance / Contract Designer based in Sydney, NSW, Australia providing digital, web and print design solutions for people, businesses and organizations in both Australia and the United States.

Previous contracts

- **Content Manager @ CommSec** – worked with the marketing team and other stakeholders to maintain and update their websites.
- **Digital Designer @ Cellarmasters** – designed and developed EDMs and digital assets for the marketing, digital, social, acquisition, and retention departments. Developed master EDM and Photoshop templates to streamline the work-flow. Educated their designers and staff on the best practices of EDM design and development.
- **EDM Developer @ Allianz Insurance** – worked with the UX designer and other stakeholders to develop multiple EDMs for the marketing department.
- **EDM Developer @ Club Marine** – work with the UX designer and other stakeholders to develop Club Marine's new EDM newsletter.
- **Digital Designer @ Dan Murphy's** – designed and developed EDMs and digital assets for the marketing and social media departments.

MEDIA

- Ad Campaigns
- Apps
- Billboards
- Branding & Logos
- Brochures
- Direct Mail
- Flyers & Sell Sheets
- EDMs (Email Campaigns)
- Newsletters
- Photography
- Posters
- Program Books
- Social Media
- Website Design & Development
- Static & Animated Ad Banners
- User Guides
- White Papers

EDUCATION

Bradley Academy For The Visual Arts

York, PA USA

A.A. Awarded in Graphic Design

Harrisburg Area Community College

Harrisburg, PA USA

Eighteen Credits earned in Business Administration

TAFE NSW

Blacktown, NSW Australia

Certificate IV in Web Based Technologies (Design & Development)

REFERENCES

Available on request.

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Art & Digital Design Director @ Suasion, LLC

11.2009 – 03.2014 | Dillsburg, Pennsylvania, USA

Suasion provides strategic planning, marketing, communications, and people development services to government, non-profit, and healthcare organizations.

Responsibilities

- Collaborated with the VP of Client Services and the Director of Marketing, along with clients and other team members, to develop the best solution to communicate each client's brand, message, and story
- Created, developed, and executed solutions across digital media, websites, campaigns, print design, and social media
- Designed and coded HTML emails and templates for electronic direct marketing (EDM)
- Researched, implemented, and educated the company on accessible solutions for print design, PDFs, and websites
- Lead researcher and educator for new technologies: ShortStack, MailChimp, BaseCamp
- Driving force and technical resource behind changing to responsive website design and development
- Conducted browser and mobile testing using Litmus, BrowserStack, and Sauce Labs
- Telecommuted following my move to Sydney in July 2010. Collaborated bi-weekly using Skype

Graphic Designer @ Motor Trend Auto Shows, LLC

09.2007 – 11.2009 | Harrisburg, Pennsylvania, USA

Motor Trend Auto Shows, LLC is the largest auto show production company in the United States and produces 22 new-model auto shows across the country each year.

Responsibilities

- Produced materials from concept through production for all of the auto shows
- Designed and built master templates for other designers to use throughout the 22 different auto shows

Print & Web Designer @ Hershey Philbin Associates

09.1998 – 10.2006 | Camp Hill, Pennsylvania, USA

Hershey Philbin Associates was a B2B advertising and marketing agency focused on the construction, law, government, and healthcare industries.

Responsibilities

- Created, developed, and executed solutions for print, campaigns, websites, and electronic direct marketing (EDM)
- Designed and coded HTML emails and templates for EDMs
- Developed in-house and client email databases for the agency
- Sourced software and a solution for electronic direct marketing workflow
- Educated and mentored junior designers, interns, and other personnel on design, software, databases and new technologies
- In-house photographer for the agency