

John Henry Roberts

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JHR

A passionate yet pragmatic creative professional. **10+ years** in design of **online user experiences** for national brands. **Graphic design** and **art direction** for Chicago arts organizations. Adept at tailoring the design process to suit the personality of the client, absorbing and enforcing established brands, and responding positively to all data and feedback to drive design projects to completion on time and under budget.

SKILLS

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|----------------------|-----------------------|---------------------|
| • UI design | • UX testing | • Adobe Illustrator |
| • UX design | • art direction | • Adobe Photoshop |
| • design for mobile | • copywriting | • Adobe XD |
| • responsive design | • copyediting | • Adobe InDesign |
| • wireframing | • photography | • Adobe Fresco |
| • pattern libraries | • team management | • Sketch |
| • online ad design | • agile methodology | • InVision |
| • print-ready design | • responsive CSS/HTML | • WordPress |
| • logo design | • Javascript/jQuery | • Microsoft Office |

EXPERIENCE

JHRdesign

Visual Designer Feb 2017-present

- **Rapid UI design** in Sketch for complex inventory management system for beverage distribution business to guide development and aid sales
- Rapidly guided **logo design** projects from concept to approval
- Designed cover for what would become Access Contemporary Music's top-selling album
- Built brand identities for new organizations, creating moodboards, **style guides**, and more
- Built **custom Wordpress theme** for a new women's self-defense non-profit

Shoplocal, LLC (aka Cofactor)

Web Design Manager Jul 2007 - Feb 2017

- Oversaw UI/UX design and front-end coding of **dynamic, data-driven websites**, concept to launch, for over 90 clients and more than 200 distinct websites
- Created **storyboards** and **presentations** to explain and sell new concepts to major retail clients
- Reviewed work proposals to set pricing and deadlines
- Managed 4-6 designers to company-leading performance scores
- Developed and enforced **responsive front-end coding** standards to handle dynamic data sets and all screen widths

continued

Shoplocal, LLC **continued**

- Improved design delivery timeline with reverse-engineered **moodboards** of existing client websites to measure satisfaction with established styles and patterns
- Created process to test designs in a “client-free” zone, to speed development and reduce costs by applying learnings to multiple projects
- Utilized **agile** practices to improve accuracy of work estimates by 25%
- Built a tailored design process for corporate retail clients, utilizing a mix of **wireframes**, hi-res **mockups**, and **designing in code**
- Collaborated with developers, product managers and sales to establish business rules and functionality for new **UX concepts**
- Drove designs through demanding approval processes for **Walmart, Staples, Home Depot, Walgreens, Publix**, and many other top retailers
- Drove down post-launch quality issues 20% by instituting the use of a “worst-case” data set to test dynamic, data-driven websites against unlikely extremes

Strawdog Theatre Company

Art Director Aug 2015 - Jan 2017 **Designer** Jul 2008 - Aug 2015

- Drove marketing designs from concept to launch/print for 30+ separate productions, totaling 600+ distinct **production- or print-ready deliverables**, including posters, postcards, t-shirts, online ads, emails
- Collaborated with artistic leadership to set marketing strategy for each show and season
- Developed a “swaggering” brand to match company’s irreverent approach to classics
- Overhauled **typography** for consistency across all channels
- Established relationships with local photographers to showcase lead performers and build visual consistency
- Scheduled and directed all marketing photography

EDUCATION

Kenyon College

Bachelor of Arts

- Award-winning student of dramatic arts and playwriting, with special focus given to tracking character decision-making (an excellent allegory for user behavior)
- Studied art, freehand drawing

OTHER STUFF

- Spent a large percentage of childhood in the Middle East (chiefly Iran and Jordan)
- Helped write and devise the immersive horror show *Masque Macabre* for Strawdog Theatre, with interlocking scenes and spectacles across ten separate playing spaces
- Spent time on large-budget film sets for *Chicago PD*, *Chicago Med*, and the film *Widows*, directed by Oscar-winner Steve McQueen