ROBYN L. CHOSY

graphics + web + e-commerce

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SUMMARY.

10+ YEARS

FULL-CYCLE WEB SITE DESIGN & DEVELOPMENT. Comprehensive understanding of the web development & design process with the ability to implement a fully functional web site from concept to completion. Highly skilled in the use of HTML / CSS with a solid understanding of the principles and practices relating to usability, standards compliance, accessibility, cross-browser, device and platform compatibility & SEO.

GRAPHIC DESIGN. Exceptional creative sense with the ability to formulate tangible images from ideas with expertise in brand creation. Skilled in the application of design principles and the utilization of typography, color and art for both screen and print presentation. Experience working within the framework of corporate style guides.

DIGITAL PHOTOGRAPHY & PHOTO EDITING. Studio catalog photography for both web & print delivery utilizing creative product styling techniques. Focus on web image enhancement & retouching, product shot consistency and color correction.

5+ YEARS

ECOMMERCE. Expansive experience ranging from platform determination based on design & functionality requirements to performing ongoing product catalog updates. In-depth knowledge of theme customization using CSS and configuring system settings, methods and options to streamline usability & performance. Firm understanding of database concepts in relation to CSV field mapping to extract/populate key catalog information and manipulate data to adhere to standards. Pro-actively improve site usability by leveraging web analytics to identify user behavior, adding features and functions designed to enhance the shopping experience and maximize conversions.

2 YEARS

MARKETING. Conceive & generate engaging content using creative product imaging & informative copywriting. Design & distribute email marketing campaigns and maintain corporate social media accounts. Monitor campaign effectiveness and adjust strategies accordingly.

SKILLS.

- Photoshop CS6
- Illustrator CS6
- Dreamweaver CS6
- InDesign CS6
- HTML & CSS
- JavaScript / JQuery
- MS Office (Word, Excel)

- eMail Marketing
- Social Media Marketing
- Google Analytics
- SEO
- Copywriting

- Magento
- LemonStand
- WordPress
- Volusion
- 3dCart
- Shopify

EXPERIENCE.

2009 - present
MARTRANO ENTERPRISES, LLC
E-Commerce Manager - Web / Graphic Designer

2002 - present
BURNING BRAINS PRODUCTIONS
Web / Graphic / UI Designer - Co-Owner

1995 - 2003
TARGET MEDIA PARTNERS
Graphic Designer - Photographer - Photo Editor - Copywriter

PROFESSIONAL.

A passion for functional design - Analytical, critical thinker with strong artistic & creative ability

Project management experience including cost analysis, vendor selection, system design, functional and technical analysis, testing, implementation and documentation

Capable of working in a creative, results-driven environment or within the confines of a design direction following exacting specifications

Strong communication and interpersonal skills; interaction with all levels of personnel, clients and outside vendors

Owned & operated successful web site design & development firm for over 10 years

Ability to work in a deadline driven, multi-tasking, production environment

Extremely organized with Virgo-like attention to detail

HOBBIES & INTEREST

Wine Tasting · Reading · Travel · Photography · Motorcycling · Music · Orchids · Backpacking