

Todd Roberson

Creative professional with management credentials including art direction, supervision, and budgeting.

Employment Experience

January 2017 to Current

Web Designer, Los Angeles Community College District (LACCD)

- Write, edit, co-edit and monitor website content using UX/UI guidelines and ADA-compliance standards.
- Design, develop, maintain and modify college websites, portals and supporting web pages.
- Consult with administrators and department heads to define, design and implement web pages and portals, improve existing pages, and discuss new directions and technology.
- Interface with technical staff and outside resources to develop and enhance web presence.
- Define web presentation standards and content development procedures for websites and portals.

July 2015 to December 2016

Graphic Designer, Kretek International

- Conceived, designed and produced packaging, collateral, POP displays and advertising for Kretek tobacco brands.

November 2014 to May 2015

Graphic Designer, Hypercel Corp.

- Designed and produced packaging for cell phone and electronic accessories including product photography and retouching.
- Designed and produced print product support materials, POP displays and sales collateral.

Education

Los Angeles Pierce College, 2018 to 2023

- Certificate Program, Public Relations
- Certificate Program, Marketing
- Certificate Program, Social Media

Art Center at Night, 2017

- Social Media in Advertising and Design

Texas Tech University, 1987

- BFA, Design Communications
- Minor: Package Design

October 2008 to May 2014

Lead Web Designer, Clear Compass Digital Group

- Responsible for creative direction on digital campaigns including websites, email marketing, social media and collateral material.
- Directed and supervised design staff while managing workflow from management and web development leader.
- Provided creative direction and marketing input on new product development and promotion.
- Authored promotional articles for company blog.

December 2007 to September 2008

Web Designer, Source, Inc. (Help Worldwide)

- Designed websites and digital marketing assets for company loyalty cards.
- Generated ideas for campaigns and promotional materials including brochures, logos, and loyalty card identities.
- Company liaison for vendors and tech partners.

May 2007 to August 2007

Web Designer, United Pacific Mortgage Corp.

- Designed websites and print promotional materials for company and specific mortgage sales teams, including emails blasts, digital banners, flyers, postcards and brochures.

Contact

23855 Highlander Road
West Hills, California 91307
(818) 917-6118
troberson@mac.com
toddroberson.com
[Linked-in](#)