



Summary

Experienced Web Developer, Art Director, Creative Director, Production Artist. Able to take direction or give direction. Able to recognize when the Art Buyer has a better idea than I do. Respects Account Service and partners well. Works alone or on a team as needed. Not just communicates, but articulates. I'm all about full transparency. Ask me anything.

Experience

creativemechanic.org

Web Developer / Digital Designer

(Since 2001)

Freelance Web Development and Digital Creative when I'm not employed full-time.

Higginbotham Insurance

Contract Web Developer / Digital Designer

(March 2024 – September 2024)

Update and maintain multiple websites, design and code bulk emails, build out Sharepoint sites, participate in plan strategies for future growth.

Steel Advertising

Web Developer / Digital Designer

(March 2022 – January 2024)

While at Steel Advertising I was the only on-staff front end web developer and web designer. I constructed complex, database driven Wordpress websites for commercial and non-profits both from scratch and Adobe Xd files supplied by our talented Creative Department. Our clients included The State of Texas and various health and wellness providers, along with e-commerce businesses. I also provided website updates and maintenance ensuring their security and optimization for SEO and load time.

Restaurant Facilities Group

Contract Web Developer / Digital Designer

(May 2020 – March 2022)

Designed and built websites for Hood Boss, Inc. and Boss Fire Protection, Inc. per client direction. Created various print collateral as needed and edited multiple videos for training new employees.

Solis Mammography**Digital Designer***(June 2018 – February 2019)*

Designed various print collateral as needed for multiple markets. Helped brand Washington Radiology when acquired by Solis.

The Integer Group**Senior Digital Art Director***(August 2016 – May 2018)*

- Edited video and source code for interactive displays and touchscreens
- Front-end web design
- Concepted UX for consumers and sales force.

I worked as a Digital Creative in the Retail Arts Lab (RAL) at Integer, a department which was part experimental and part executional. We were tasked with marketing our clients' brands digitally and tracking those consumer relationships. We initiated self-contained, innovative ideas via working prototypes and integrated with agency teams during brainstorming. The RAL Team extended the creative product using affordable, cutting-edge digital enhancements.

The Splash Media Group**Web Developer / Digital Creative***(July 2015 – July 2016)*

My role at Splash included generating creative content, both static and programmatic. We constantly promoted our client's social media presence across all online channels, while staying abreast of the newest digital trends.

Targetbase Interactive**Web Developer / Digital Creative***(August 1999 – October 2002)*

Created user interfaces for enterprise-scale websites and worked with programmers and Information Architects over the duration of each project. Generally, I often led a team of other designers and copywriters to find the best solution for extending the brand message of clients such as Procter and Gamble, Schering Plough, Nestlé, and others. My team also included a variety off-line print materials and Direct Mail for many of these campaigns.

TracyLocke Advertising**Creative Director***(August 1989 – August 1999)*

Tracy-Locke was the promotional agency of record for most brands within Pepsi-Cola USA, including Pizza Hut and Frito-Lay. My group managed the National initiatives for Pepsi's Brand business, as well as new products, new packaging, and flavors. Prior to that, I started at TL as the Creative Manager of The Studio Services Group where I led a team of in-house Creatives and Production personell.

Skills

- Adobe Creative Suite
- Wordpress and most other CMS
- Elementor and most other pagebuilders
- Very comfortable with HTML, CSS and some PHP, MySQL and JS
- Server configuration, domain and webhosting management
- Website troubleshooting
- Email Marketing using most platforms including Salesforce
- Web Banners
- Video editing and animation
- Print Collateral design and production
- Microsoft Office Suite
- Figma, as well as a variety of workflow applications

Education

BFA Design Communication
Texas Tech University

Online

Portfolio: <https://www.creativemechanic.org>

LinkedIn: <https://www.linkedin.com/in/jchrisroberts> (please note recommendations)

References

- Jim McKinnis, CCO The Promotions Network (Omnicom), (214) 693-0924, jmckinnis@integer.com
- Jeff Logan, GCD TracyLocke, (972) 333-0600
- Kirsten Cutshall, CEO Steel Advertising, (512) 632-2749, kirsten.cutshall@steeladvertising.com
- Priya Nibert, MarComm Manager at Higginbotham, (913) 953-2496, pnibert@higginbotham.net
- Dennis Wilson, Creative Manager, Splash Media, (972) 800-9367