

HELLO!

My name is Robi. Allow me to introduce myself. I'm outgoing and passionate, with a not-so-hidden love of traveling and the great outdoors. I embrace my inner nerd and obsession with kerning, grids and guidelines as well as my fascination with the psychology behind design, specifically user centered design.

Throughout my career I've had the fortune to work with everyone from mom n' pop shops to Fortune 500 companies all over the globe from the USA to Jamaica to Spain and of course, Norway. I've designed everything from logos to web banners to truck wraps to invitations, micro sites, web portals, software interfaces... and well you get the point! But I didn't do it alone. I've collaborated with a wide range of development/design teams around the globe and along the way even picked up some html/css skills and learned the true art of clear, concise communication. These worldly experiences have provided me with a diverse skill set and continually renewed my passion for design.

CONTACT ME

ROBI BARE

UI/UX DESIGNER

EMAIL: ROBI@ROBIBARE.COM

PHONE: +47.930.700.21

SKYPE: ROBIBARE

EDUCATION

BACHELOR OF THE ARTS DEGREE in Graphic Design

The Art Institute of Colorado
June 2003 - March 2006

TECHNICAL SKILLS

Adobe CS
HTML & CSS
Responsive Design
User Centered Design
Agile Development
WordPress
Project Management
Client Communication

BRANDS I'VE WORKED WITH

Microsoft
HiltonWorldwide
Avaya
Johns Manville
DSCC
Jansport
SilverPoint Resorts
The Palmyra Resort & Spa
OrigAudio™
The Big Ten Conference

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EMPLOYMENT

UX/UI Designer | CERPUS AS | Oslo, Norway | 09.15 - Present

Lead designer for branding, marketing, UI and UX design of e-learning software and LMS plugins. Concepted, wireframed and tested UI/UX solutions and coordinated with development teams to implement new software updates.

UX/UI Designer | SERIA AS | Bodø, Norway | 04.12 - 08.15

Lead the complete design vision/rebranding of 3 products: SeriaWebcast, SeriaCMS and Iistribute. Concepted, wireframed and tested UI/UX solutions and coordinated solution implementation with development teams. Collaborated directly with clients to create and implement unified, responsive design solutions across multiple web products.

Web Designer | SILVERPOINT LEISURE | Tenerife | 11.10 - 10.11

Developed marketing strategies and supported ongoing lead generation campaigns. **Within one month our campaigns were producing over 100 leads per day at our Malta resort.** Traveled between our Jamaica and Tenerife offices, collaborating with team members across the globe on projects such as: websites, mini-sites, identity/branding, email campaigns, web banners and event collateral.

Senior Graphic Designer | FACTION MEDIA | Denver, CO | 08.06 - 10.08

Hired as the 5th employee of a fast-paced, rapidly growing company and promoted to a leadership position within 1 year. **Lead designer for work that won 10+ awards in 2 years.** Directed workflow of print production and press checks, supervised and trained interns/freelancers and art directed photoshoots/video production. Projects included: corporate websites, direct mail/email campaigns, mini-sites, identity/branding, event planning/décor and internal collateral systems.

MY COMPANY

I've successfully run my own design company for over 7 years while traveling the world. My clientele has been solely built from word-of-mouth recommendations from my clients. I create tailor-made design systems and campaigns that provide clients with the best solutions to tough problems, such as: tight deadlines, small budgets or lack of resources.

MY CLIENTS

SILVERPOINT LEISURE | 05.12 - Present

Collaborate with hotel owners to rebrand and create marketing campaigns and materials including: custom wordpress websites, newsletters, digital ads and landpages and print pieces.

DESIGN IS
THE APPLICATION OF
INTENT -
THE OPPOSITE OF
HAPPENSTANCE,
AND AN ANTIDOTE TO
ACCIDENT.

: ROBERT L. PETERS

MY CLIENTS (CONTINUED)...

AGENCY AE | 03.10 - 05.15

Worked with the inhouse design team to concept and design identity/branding solutions, print collateral and websites for experiential marketing events for Fortune 500 companies. **Lead the design and development of the AgencyEA 2013 lookbook app and Hampton Hotels 2014 managers conference websites.**

KOMMUNIKATOR | 03.14 - 03.15

Collaborated with creative director and account directors to lead the design of websites, new website components/games and software features for their product: PressWorks.

AND! SALES | 03.10 - 09.14

Created the overall design vision and user experience for And's online presence, which includes their **website with an online shopping cart for 10,000+ products**. Design and photography for external marketing campaigns to promote the 30+ product lines they represent.

YEN YOGA & FITNESS | 06.09 - 06.13

Developed initial brand guidelines and strategy. Produced and supported ongoing lead generation campaigns including: microsites, stationary, email campaigns, promotional flyers, brochures and clothing design.

FIM GROUP | 11.08 - 06.13

Consulted with marketing director to create a marketing strategy and promote brand growth and development throughout a 5 year contract. Projects include: print ads, stationary, direct mail, e-newsletter, brochures, flyers and website design.

DEMOCRATIC SENATORIAL CAMPAIGN COMMITTEE | 03.12 - 09.12

Developed and designed event branding for DSCC events at the 2012 Democratic National Convention. Projects included: event branding, brochure design, ticketing, signage and event collateral design.

ORIGAUDIO™ | 05.09 - 12.10

Lead initial website design for an up and coming audio company featured on ABC's Shark Tank. Projects included: website, mini-sites, product packaging, identity/branding and event collateral.

MONDO ROBOT | 06.09 - 12.09

Worked with the inhouse team to design and develop a pitch for Microsoft executives to use in their new back to school campaign. This included an interactive powerpoint presentation and supporting print collateral.

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