



# KYLE ROBINSON

Senior Graphic Designer | Production & Brand Systems Specialist

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## PROFESSIONAL SUMMARY

Kyle Robinson is a Senior Graphic Designer and Production and Brand Systems Specialist with nearly 20 years of experience delivering brand-consistent print and digital assets.

## SKILLS & CORE COMPETENCIES

- Adobe Creative Suite: Photoshop, Illustrator, InDesign – high-volume print & digital production.
- Brand & Marketing Design: Brand guidelines, brand consistency, marketing collateral, retail, packaging.
- Print Production & Prepress: CMYK, preflight, imposition, RIP, CTP, proofing, vendor-ready files.
- Digital Assets: Social media, email marketing, performance marketing creatives, PowerPoint decks.
- Layout & Typography: Grid systems, magazine/newspaper layout, typography, brand-consistent design.
- Collaboration: Creative briefs, stakeholder collaboration, cross-functional teams, production execution.
- Production Workflows: Vendor coordination, asset management, version control, deadline-driven production.
- Figma, WordPress, CMS, HTML/CSS, Wix, Canva, Premiere Pro, After Effects, CapCut, Word, Excel, AI tools.

## PROFESSIONAL EXPERIENCE

### Self-Employed, Toronto, 2007-Present

#### Freelance Graphic Designer & Production Specialist

- Designed flyers, posters, brochures, and marketing collateral for B2B and B2C clients.
- Delivered design for established brands including RE/MAX, Century 21, Ray White, and Kip McGrath.
- Created business cards, menus, invitations, and branded print materials aligned with client guidelines.
- Developed trade show signage, event graphics, and large-format display assets.
- Designed social media ads, web banners, digital ads, and performance marketing creatives.
- Created labels and packaging designs for retail and consumer products.
- Designed logos and brand identity elements for startups and small businesses.
- Delivered vehicle wrap design and custom signage solutions for local businesses.
- Managed end-to-end client projects, including creative briefs, revisions, and final asset delivery.

### Firebrand Print & Media Solutions, Toronto, 2014-2015

#### Graphic Designer & Print Production Specialist

- Designed CD/DVD covers, posters, print packaging using Adobe InDesign, Illustrator, Photoshop, Acrobat.
- Inserted artwork into production templates and prepared files for duplication, printing, and media packaging.
- Executed CMYK workflows, preflight, imposition, proofing, and production-ready files for commercial print.
- Managed digital press operation (Konica Minolta Bizhub C1060), finishing, binding, and quality control.

## **Printer Gateway, Toronto, 2014**

### **Prepress Technician**

- Prepared press-ready files for retail marketing materials using prepress best practices.
- Performed preflight, bleed verification, gang-run imposition using Metrix software, RIP station file processing.
- Plated jobs using Fujifilm DART 4300 CTP system and managed plate output for offset press production.
- Coordinated with clients and stakeholders to resolve file issues and ensure production accuracy.

## **Multimedia Nova Corporation (Newsweb Printing Division), Toronto, 2005-2012**

### **Production Artist (2010)**

- Designed newspaper ads following brand guidelines and publication layout systems for print production.
- Edited and color-corrected imagery in Adobe Photoshop focused on CMYK density and press accuracy.
- Collaborated with sales and cross-functional teams to translate creative briefs into production-ready assets.
- Managed asset packaging, version control, and archiving in Adobe InDesign for high-volume production.

### **Prepress Technician (2005-2012)**

- Produced printing plates for cold web presses using CTP workflows and RIP station processing.
- Downloaded, preflighted, cropped, renamed, and imposed PDFs from FTP for production accuracy.
- Operated HP DesignJet 5500 for proofing and quality control prior to press runs.
- Managed imposition software workflows and plate output in fast-paced, deadline-driven environments.
- Provided client communication and technical troubleshooting for file preparation and press-readiness issues.

## **EDUCATION & PROFESSIONAL TRAINING**

### **Seneca Polytechnic, Toronto, 2002-2003**

#### **Digital Media Technical Production Diploma**

- Built foundation in graphic design, layout systems, typography, branding, and visual communication.
  - Trained in Photoshop, Illustrator, and QuarkXPress with focus on print layout and digital design.
  - Completed coursework in Adobe Premiere Pro, including video editing and post-production fundamentals.
  - Hands-on experience in 3D modeling and rendering (3D Studio Max) and interactive media (Flash, Director).
  - Learned HTML fundamentals for web content development and digital publishing environments.
  - Executed cross-disciplinary projects integrating print, digital, motion, and interactive design under deadlines.
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