



# KYLE ROBINSON

Freelance Creative

For online portfolio and contact information please visit: [kylerobinson.info](http://kylerobinson.info)

## SKILLS & ABILITIES

- Adobe Creative Suite Expert: Proficient in Photoshop, Illustrator, and InDesign for high-quality print and digital designs.
- Gaining hands-on experience with Figma, creating simple UI layouts and design components to build foundational knowledge.
- Canva Design Proficiency: Skilled in creating branded graphics and content using Canva's templates and tools.
- Print & Prepress Specialist: Strong understanding of CMYK color processes, proofing, and preflight for flawless production.
- Microsoft Office Suite: Proficient in Word, Excel, PowerPoint, and Outlook for creating documents, data analysis, and presentations.
- Music Production Expertise: Skilled in Ableton Live for music composition, sound design, mixing, and mastering.
- Affiliate Marketing: Experienced in managing Awin and Amazon affiliate programs and optimizing e-commerce websites.
- B2B & B2C Experience: Skilled in creating targeted content and designs for business and consumer audiences.
- Web Design Proficiency: Skilled in using Wix to create, manage, and optimize responsive websites for clients.
- Content Creation & Video: Expert in YouTube video production, SEO optimization, thumbnails, audience engagement.
- CapCut Video Editing: Skilled in creating and editing short-form videos using CapCut's editing tools and effects.
- Adobe Premiere: Practical experience with video editing, transitions, effects, and post-production workflows.
- Typography & Design: Strong eye for color theory, layout, and branding, delivering impactful visual solutions.
- Workflow Management: Proven ability to meet deadlines while managing multiple projects in fast-paced environments.
- Communication Skills: Clear and professional written and verbal communication for client collaboration and success.
- Versatile Team Player & Independent Worker: Thrives in both collaborative and independent roles.
- Live Audio Performance: Skilled in delivering immersive music experiences through curated sound design.
- Skilled in ChatGPT, WordPress, Mailchimp, and Monday.com for content, web, email, and workflow tasks.

## EMPLOYMENT HISTORY

### Self-Employed, Toronto, 2009-Present

#### Music Producer & Independent Artist

- Produced and released multiple albums and singles as XYLE, distributed on Spotify and Bandcamp.
- Delivered live music performances and curated audio experiences for diverse audiences at events.
- Collaborated on remixes and production projects across genres like synthwave, ambient, and electronic.
- Engaged B2C audiences through music releases, live shows, and promotional campaigns.
- Created custom soundscapes and compositions for films, podcasts, and commercial projects.

### Self-Employed, Toronto, 2024-Present

#### Content Creator & Producer

- Produce original content for YouTube channels "Alt Ambient" and "Filmless Soundtracks."
- Design engaging video content, thumbnails, and promotional materials to grow subscribers and engagement.
- Optimize videos for SEO, boosting discoverability and audience retention.
- Create and edit short-form, promotional and full-length videos using CapCut.
- Create cinematic scores and original music for online and client projects.

### Self-Employed, Toronto, 2024-Present

#### Affiliate Marketing Specialist

- Designed and built e-commerce website MallRelics.com to showcase curated products and drive affiliate sales.
- Develop and execute affiliate marketing campaigns targeting retro and synthwave audiences to increase conversions.
- Partnered with businesses on Awin to increase product visibility and conversions.
- Create branded graphics and promotional content using Canva.
- Create SEO-optimized blog content and curate product listings to drive affiliate performance.

### Freelance, Toronto, 2007-Present

#### Graphic Designer/Music Producer

- Deliver professional graphic design and music services to clients worldwide via Fiverr and Upwork.
- Design high-quality branding materials, including flyers, brochures, business cards, invitations, and promotional assets.
- Create custom web and social media content, such as Facebook/YouTube covers, thumbnails, and ads.
- Compose and produce original music for YouTube videos, short films, podcasts, and websites.
- Work with both B2B and B2C clients to deliver tailored design and music solutions.

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### **Artist Unknown Web Series, Toronto, 2014-2019**

#### Graphic Designer/Musician/Cameraman

- Co-produced a web series called "Artist Unknown" profiling emerging Toronto artists in interviews and event coverage.
- Wrote and recorded theme music and designed graphics for productions and promotion.
- Operated Panasonic Lumix GH4, Nikon P500, Canon D5 Mark iii, GoPro Hero 2 and 5, Zoom H4N Audio Recorder.

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

#### Graphic Designer/Print Production

- Graphic design of digital media such as CD/DVD covers, posters, business cards, postcards.
- Duplication, printing, cutting, scoring, gluing, folding, binding, perforating, packaging of digital media.
- Inserted artwork into templates using Adobe InDesign, Illustrator, Photoshop, Acrobat.
- Operated Konica Minolta Bizhub Press C1060 Digital Printer, creating copies and proofs.

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

#### Prepress Technician

- Prepared items to be plated such as business cards, brochures, post cards, posters.
- Pre-flighted items for overprint and ensured correct amount of bleed was given.
- Corresponded with customers via email if issues occurred with files.
- Inserted items into Metrix imposition software, sent to RIP and filled out dockets.
- Plated flyer runs and gang runs on a Fujifilm DART 4300 S CTP machine.

### **Multimedia Nova Corporation, Toronto, 2010-2012**

#### Production Artist

- Created magazine and newspaper ads for Town Crier, Vaughan Today and Corriere Canadese.
- Edited photos, with an emphasis on colour density and balancing in Adobe Photoshop.
- Consulted with sales representatives to establish the general look and feel of advertisements.
- Packaged and archived newspaper pages daily using Adobe InDesign, organized them on server.
- Burnt and archived pages onto CDs, using Roxio Toast, every few months.

### **Newsweb Printing, Toronto, 2005-2012**

#### Prepress Technician

- Produced printing plates for cold web presses using CTP machine.
- Downloaded PDF pages from FTP server and pre-flighted, cropped, renamed them if necessary.
- Sent pages to RIP station, assembled them in imposition software and sent them to CTP machine.
- Operated HP DesignJet 5500 to prepare proofs for quality control or for customers' review.
- Removed unwanted text or page numbers from plates using honing pen.
- Communicated with clients over the phone regarding file issues.
- Computer troubleshooting.

## **EDUCATION**

### **Seneca College of Applied Arts & Technology, Toronto, 2002-2003**

#### Digital Media Technical Production Diploma

- Learned foundational graphic design skills, including layout design, typography, and branding.
  - Developed web design proficiency, including website creation and optimization.
  - Gained expertise in 3D animation, including modeling, texturing, and rendering using industry-standard software.
  - Acquired DVD authoring skills, creating interactive menus and multimedia projects for physical media.
  - Studied sound design, focusing on audio editing, mixing, and mastering techniques.
  - Received introductory training in Adobe Premiere, developing foundational skills in video editing and post-production.
  - Worked with industry-standard software of the time, including Adobe Creative Suite and 3D animation tools.
  - Completed hands-on projects integrating multiple disciplines, including graphic design, 3D animation, and sound design.
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