

# Robbie Dillon

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## SUMMARY

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Director with strong artistic skills and extensive experience in hands-on web and mobile design and development with an eye towards modern technologies. Solid educational foundation in business and economics, as well as traditional art and photography with a broad knowledge of modern design, color composition, and effective user experience. Comprehensive knowledge of current web trends, languages, and social media practices, with ability to learn new technology and software rapidly. Experience in many aspects of search engine optimization and related site structure and design, content management driven websites, and corporate procedural and business practices.

## EMPLOYMENT EXPERIENCE

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2011 – Present **USA TODAY** **McLean, VA**

***Art Director, Mobile and Emerging Platforms***

Head a design team in the Product Innovation Department with a focus on mobile and emerging platforms. Art direct in both web and mobile capacities, as well as emerging platforms. Designed USA Today app for HP webOS platform with expandability and longevity in mind. Work with outside vendors in the continuing design and development of various applications for iPhone, iPad, and Android, and work closely with in-house development teams for further iterations and design of existing presences. Oversee transition of all iPhone, iPad, and Android product design to in-house team, along with full overhaul and redesign of each native app. Rapidly prototype new apps, designs, and layouts for both internal advancement as well as sales-related efforts. Work closely with General Managers and Product Managers of content verticals to produce new and engaging products to drive traffic and build brand relevance and recognition in the marketplace. Research and prepare competitive analysis for current field and determine ways for the brand to leapfrog competition and be on the forefront of the media industry. Consult with ContentOne to perform user testing and analysis to create high impact and effective products with strong research to support decisions.

2007 – 2011 **GOLF CHANNEL** **Orlando, FL**

***Director, Online Design and Development, New Media***

Led a department of designers/developers and copywriter. Responsible for overall creative direction and development of online front-end new media efforts to support all business partners across marketing, sales, e-commerce, social media, and maintenance related to *GolfChannel.com*, *GolfNow.com*, and other company units such as travel, cable affiliates, and internal departments. Oversaw creative development of Golf Channel Mobile App and GolfNow.com Tee Times Mobile App. Responsible for creating and building online advertising, entertainment, news, statistics, social media efforts and consumer promotions and contests. Developed content that reinforced the brand and the convergence of the network to drive consumer traffic to both the website and on-air product. Interfaced directly with development and engineering teams, both internally and externally, to ensure a seamless work flow to production for back-end efforts. Spearheaded new technology initiatives such as video presentation solutions (*Ramp/EveryZing*), photo experience solutions (*DayLife/Getty*), as well as other rich media work with companies such as *PointRoll*, *DartMotif*, *24/7 Real Media*, *DoubleClick*, as well as others.

1997 – Present **ROBBIE DILLON PHOTOGRAPHY AND DESIGN** **VA/Washington, DC/Orlando, FL**

***Founder and Principal***

Conceptualized and established company specializing in graphic and web design, photography, and graphite portraits. Create websites for both profit and non-profit organizations that require a balance of design technique and user friendly accessibility. Produce CD packaging designs and layouts that are production ready. Design restaurant and musician websites, implement content management systems such as Joomla and Wordpress, package design, flyers, bookmarks, brochures, posters, newspaper advertisements, logos and company identity materials. Photograph high fashion, beauty, portraiture, and product. Photography has been internationally published in print, online, and commercial store displays. Continually explore new solutions and cutting edge technologies. Clients have included Disney Cruise Line, Walt Disney World, Xerjoff, Parfums MDCI, Valpak, Accentiom, former NFL linebacker Howie Long, among others.

- 2006 – 2007      **MARRIOTT VACATION CLUB INTERNATIONAL**      **Orlando, FL**  
**Lead Marketing Web Developer / Omniture SiteCatalyst, Technical Lead**  
 Responsible for upholding brand integrity while designing, integrating and updating various marketing websites for timeshare sales and vacation rentals. Utilized various web structures including, but not limited to, CSS, HTML, Flash, and Java Script. Lead developer for the *Ritz Carlton Club and Residences* and *Grand Residences by Marriott* brands. Managed a team of two designers to develop and implement marketing microsites and lead-generating landing pages related to those brands. Implemented recommendations for *Omniture* and acted as in-house resource for *SiteCatalyst* software. Worked to achieve SEO optimization and consulted with agencies such as *iProspect* to ensure new web efforts were optimized for peak search engine performance. Designed email blast campaigns in conjunction with *Digital Axiom*, banner ads, promotional landing pages, and new marketing campaigns. Designed and created mock-ups for new site initiatives. Utilized and stayed abreast of current software technologies such as Dreamweaver, Photoshop, Illustrator, and Flash. Worked with clients to ensure their objectives and marketing strategies were met.
- 2003 – 2006      **NEAL R. GROSS & CO., INC. COURT REPORTERS AND TRANSCRIBERS**      **Washington, DC**  
**Web Designer, Audiovisual Specialist**  
 Handled company graphic needs including web and print media for both internal and external purposes using current web design and print layout software. Digitized and enhanced previously recorded analog audio to prepare for transcription. Converted analog VHS content to DVD digital content. Created guidelines and standard operating procedures for use in basic computer operation and software usage training. Served as client liaison to verify and maintain contract schedule and address special accommodations. Worked closely with government agencies such as DOJ, DOHA, NIH, among many others. Maintained and repaired computer equipment and software, as well as managed and repaired computers assigned to company staff.

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## EDUCATION

- UNIVERSITY OF VIRGINIA**      **Charlottesville, VA**  
**College of Arts and Sciences**  
 B.A. (double) in Economics and Studio Art (Digital Media and Photography Concentration)
- Activities included Virginia Gentlemen, University Singers, and Virginia Glee Club. Held elected position in Virginia Glee Club and managed graphic and design needs for Virginia Gentlemen and Virginia Glee Club.

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## RELATED EXPERIENCE AND SKILLS

Microsoft Office and Corel WordPerfect environments, Adobe suites (Photoshop, Illustrator, InDesign, Acrobat, ImageReady, Dreamweaver, Flash), Maxon Cinema 4D, FlashEff, WordPress, Joomla, Merant PVCS Version Manager and Tracker, Pinnacle Studio, Sony Sound Forge, FTP clients, CSS (and CSS based layouts), XHTML, HTML, XML, JavaScript and various .js frameworks, Web File Structures and Architecture, Networking, JAVA tiles framework, Omniture SiteCatalyst, eStara, Akamai hosting solutions, Hitwise, Basecamp.

### Training courses:

Preventing Workplace Harassment for Supervisors  
 Preventing Workplace Violence for Managers  
 Effective Communications  
 Public Speaking  
 Ethics

### Other experience:

Fatherhood Outreach Worker for the Virginia Department of Child Support Enforcement, Division of Social Services. Verona, VA.  
 Visual Arts Instructor, St. Anne's-Belfield School, Summer Program. Charlottesville, VA.

Fluent in both Macintosh and Windows environments.