Yvette Robinson

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VIEW MY PORTFOLIO

CREATIVE BRAND STRATEGIST | SENIOR GRAPHIC DESIGNER | CREATIVE DIRECTOR

ABOUT

Brand Designer and Creative Strategist with 20+ years of experience building scalable brand systems across SaaS, education, enterprise, and consulting. Experienced creating visual identity systems, typography, color palettes, brand guidelines, and multi-channel design assets that help organizations communicate consistently across product and marketing.

CORE EXPERTISE + SKILLS

Brand & Strategy

- Brand Identity Systems
- Color Systems
- Typography Systems
- Design Systems
- Brand Guidelines

Design & Communication

- Typography & Layout
- Presentation Design
- Marketing & Campaign Design

Product Collaboration

- Figma Collaboration
- Cross-functional Design
- UX Partnership
- Creative Direction

Digital & Motion

- Motion Graphics
- Digital Content
- Publication Design

TOOLS

Adobe Creative Suite • Canva PowerPoint • WordPress • Adobe Express • Firefly • Midjourney • Gemini

PROFESSIONAL EXPERIENCE

Founder & Creative Director

YLR Creative | 2017 – Present

Strategic branding and design studio serving entrepreneurs, authors, and growing businesses.

- Lead brand strategy and identity development
- Design visual systems, brand guidelines, and campaigns
- Create pitch decks, marketing collateral, and digital assets
- Provide consulting on brand positioning and storytelling
- Integrate AI-assisted workflows to enhance creative production

Support clients across SaaS, publishing, and consulting industries

Senior Creative Manager, Marketing

Procare Solutions | 2018 – 2025

- Directed creative strategy and brand consistency
- Maintained company-wide brand guidelines
- Designed multi-channel campaigns
  (digital, print, trade show, video)
- Developed executive presentation decks
- Produced motion graphics and social content
- Led adoption of Adobe Express & AI workflows
- Collaborated with marketing, leadership & product teams

Earlier Roles

Great Wraps Grill • AlphaGraphics • Mohawk Industries Power Marketing & Printing

- Designed marketing, signage, and promotional materials
- Produced web and print assets aligned with brand standards
- Supported internal communications and infographics

EDUCATION

Associate of Science in Commercial Arts – Florida Metropolitan University, 2004