

# ROB

ROB JASON ENATE

## Contact

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347.468.0407

## Portfolio

robjasonenate.com

## Skills

Photoshop | Illustrator | InDesign  
After Effects | Premiere Pro | Animate  
Photography | Figma | Illustration  
Procreate | ChatGPT | HTML/CSS  
eCommerce | Amazon | Shopify  
macOS | Windows | Google Workspace  
MS Office Suite | Zoom | Monday | Slack

## Education

### City College of New York

Electronic Design & Multimedia  
Bachelor of Fine Arts | Spring 2018  
*Summa cum laude*

## Language

English (*Fluent*)  
Japanese (*Novice*)

## Recognition

Dean's List | 2014 – 2018  
Rarebit Animation Festival | 2017, 2018  
CCNY Painting Show | 2017  
CCNY Animation & Video Screening | 2018  
2D Animation Extravaganza | 2018  
BFA EDM Thesis Exhibition | Spring 2018  
Phi Beta Kappa | 2018  
DCI's Slack of the Year Award | 2020

(References available upon request)

## Experience

### The Halal Guys

**Jr. Graphic Designer** | February 2024 – Present

- Designed a magazine ad for a Yankees magazine.
- Developed LED banners ads and signages for Yankee Stadium.
- Created promotional business cards, design templates, and signages for franchisees.
- Brainstormed ideas for social media content.

### Best Pet Supplies

**Graphic Designer** | November 2023 – February 2024

- Designed engaging A+ pages for the brand's Amazon product listings.
- Created social media content and short videos to promote internal products on Amazon.
- Modernized the design of the product listing for pet harnesses.
- Assisted in the developing the new look for the brand's Amazon storefront.
- Retouched product photos and assets for social media, Amazon, and Shopify.
- Created video guidelines for freelancers and external video production services.

### BuzzFeed

**Jr. Graphic Designer** | May 2021 – May 2023

- Designed and animated timely and engaging social media content to promote both internal products and external clients such as Amazon, Walmart, and Target.
- Assisted in the development of core brand assets such as site banners, social media content, and digital ads during BuzzFeed Shopping's rebranding and relaunch phases.
- Collaborated with producers to designed visual branding assets for commerce livestreams across platforms such as Amazon, TikTok, and Walmart, including logos, thumbnails, layouts, title and end cards, transitions, and social media promos.
- Created illustrations, article art, merchandise, and presentations for internal channels such as Tasty, Complex, and BuzzFeed Books.
- Developed the branding and visual assets for Rodeo, a Shopify website that features hundreds of independent brands.

### Priorities USA

**Graphic Designer** | March 2020 – December 2020

- Designed and animated engaging and timely social media content, banner ads, and campaigns that highlighted Trump's failures, the pandemic, healthcare system, and the 2020 protests as well as encourage key battleground states to vote by mail and support Joe Biden during the presidential election, resulting Biden's approval up by 1.25% and Trump's approval down by 2.4%.
- Liaised with the creative and art directors, motion designers, graphic designers, and copywriting teams to brainstorm and develop unique and impactful visual concepts for campaigns and social media content.

### Development Counsellors International

**Graphic Designer** | September 2018 – March 2020

- Developed hundreds of timely presentations, decks, and proposals for stakeholders and new business development as well as designed marketing assets such as marketing reports, infographics, digital ads, e-newsletters, social media content, and videos.
- Serviced over 50 clients such as Netherlands, Japan, and California across the economic development and tourism industries.
- Assisted in the developing of brand assets for the EDC of Hobbs, New Mexico.
- Created visual assets, signages, and posters for an internal award show.
- Introduced up-to-date design trends and techniques to provide innovative design solutions by introducing motion graphics to the company which led to more services to offer to stakeholders and for new businesses.
- Supervised and mentored graphic design interns which increased production and early project completions; one of the interns is the current senior graphic designer.
- Led a company-wide introduction to Google Slides to help streamline team collaboration and efficient workflow.