

Robyn Patterson

CREATIVE MANAGER | BRAND STRATEGIST | DESIGN LEADER

Contact

850-582-9005

Robyn.Patterson.ATL@gmail.com

Atlanta, GA

My Portfolio:

RobynPattersonDesign.com

LinkedIn:

robyn-b-patterson

Education

University of Central Florida

Orlando, FL

B.A. in Computer Animation

Technical Skills

Adobe Creative Suite
(Photoshop, Illustrator, InDesign, Premiere Pro, XD)

Figma
Sketch
Canva

WordPress
Webflow

HTML/CSS (working knowledge)

HubSpot
WiseStamp

Rocketseed
Canto
Bynder

Microsoft Office Suite

Visionary creative leader with 20+ years of experience shaping brand narratives, leading cross-functional creative teams, and executing integrated campaigns that drive business growth. Proven success in leading national rebrands, developing high-impact creative for web, video, print, and events, and managing creative teams through change. Adept at turning business goals into compelling design strategy, with deep expertise in brand systems, UI/UX, and content marketing.

Creative Direction • Brand Development • Campaign Strategy • Rebranding • Cross-Functional Leadership • UI/UX Collaboration • Video & Motion Graphics • Tradeshow & Event Creative • Team Management

Experience

Creative Manager

Utility Associates, Inc. / Coreforce

09/2021 – Present

Atlanta, GA

- Spearheaded two company-wide rebrands, creating scalable brand guidelines, product logos, and design systems used across departments.
- Directed creative vision for all digital content, including web, email, social, and product video assets—resulting in improved user engagement and consistent brand voice.
- Collaborated cross-functionally with marketing, sales, and engineering to enhance UX/UI across multiple platforms (WordPress & Webflow).
- Led strategy, design, and onsite execution for national tradeshows and conferences, elevating brand presence and ROI.
- Implemented performance tracking (KPIs) to optimize design impact and refine messaging strategies.

Senior Graphics Manager

Vacasa / Wyndham Vacation Rentals / ResortQuest

11/2006 – 06/2020

Atlanta, GA

- Maintained creative leadership through three corporate transitions over 14 years, ensuring brand continuity while driving innovation.
- Led two major rebrands for the Real Estate Division, delivering visual identity systems, print and digital collateral, and internal training tools.
- Developed and directed regional marketing campaigns supporting business development teams, contributing to increased sales pipeline growth.
- Managed Southeast photography operations—overseeing art direction, asset library development, and brand alignment.
- Led A/B testing and email design enhancements that increased open and click-through rates.
- Collaborated closely with web developers to improve site architecture and visual experience.

Graphic Designer

ELEAD CRM / Fresh Beginnings

08/2003 – 11/2006

Niceville, FL

- Created comprehensive marketing suites for both CRM software and B2C catalog products.
- Directed photo shoots, layout design, and print production—elevating both product presentation and user engagement.
- Developed consistent brand experiences across physical and digital touchpoints.

Graphic Designer

Cox Media

08/2001 – 08/2003

Fort Walton Beach, FL

- Produced high-impact sales collateral, on-air visuals, and video content for commercial broadcast.
- Wrote, recorded, and edited commercial audio—helping local clients bring their stories to life.
- Managed ad schedules and delivery, ensuring campaign alignment and on-time execution.