



Leif Robertson Fifer

Senior Design | Marketing

- 📞 (215) 324-9020 (cell)
- ✉️ support@leifrobertson.com
- 📁 www.leifrobertson.com
- 📁 www.elysiumcorp.net
- 🏠 4 Galaxy Ct, Sewell NJ

Education / Certifications

Adobe Certified Professional
in Visual Design

Associates In Visual Design
Art Institute of Philadelphia '92

Languages

HTML
CSS
JS
PHP
MYSQL

OBJECTIVE:

Innovative and results-driven Senior Designer / Marketing Director with over 28 years of experience in graphic design, user experience and brand development. Adept at leading design projects from concept to execution, mentoring teams, and driving creative strategies that enhance brand identity and user engagement across multiple campaigns. Seeking to contribute my skills and focus and apply it with a promising company where I can apply them effectively.

Design Production Skills

Advanced Proficiency in Design Tools: Mastery of tools like Adobe Creative Suite (Photoshop, Illustrator, After Effects, XD, Sketch, Indesign) and Figma.

UX Strategies: Communicating design ideas and building workflows and sitemap wireframes using Figma.

Visual Design: Detail-oriented Marketing Design Specialist with expertise in typography, color theory, layout, and visual hierarchy as well as brand recognition.

Tracking and Graphic Analysis: Ability to use data and analytics to track conversion rates and make informed design decisions and iterations with the knowledge and ability to scale a successful advertising campaign.

Motion Design and Video Editing: Strong grasp of animation principles such as timing, easing, anticipation, and squash and stretch.

Print Design: Create print materials such as brochures, posters, magazines, business cards, and packaging. Understanding in depth knowledge of all file formats and print resolutions and color matching to achieve perfect final results.

Web Languages: Expert hands on experience in HTML, CSS, JS, PHP and MYSQL using multiple frameworks (ie Bootstrap, Word Press, Laravel, and Wordpress)

Professional Experience

Elysium Marketing, Inc. (April 2024 - present)

CEO

www.elysiumcorp.net

- Identifying issues and effective solutions for mill submissions
- Designed Motion graphics with video for landing pages in scalable Google Ad words campaigns.
- Communicates and creates strong relationships and team members, and and affiliate marketing teams.
- Maintaining websites while enforcing content standards.

Every Merchant Inc. (May 2021- Feb 2024)

Senior Designer

www.everymerchant.com

- Produce high-quality digital and print visuals including but not limited to posters, brochures, logos, web & social media graphics.
- Lead and manage multiple projects, create production schedules, and ensure all deliverables are completed on time.
- Manage the user experience (UX), user interface (UI), and ensure compliance with web accessibility standards, applying design principles and best practices to create accessible and user-friendly web solutions.

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Print Production

- Prepress
- File formats
- Catalogs / Brochures / Post Cards
- EDM
- Mailers
- Cutting / Folding / Printing Machines
- Proof Reading
- Branding
- Fiery Operation (cannon)

Web Production

- Front end Web
- Motion Graphics
- Responsive Design
- UX Strategies
- Mobile Strategies
- Email News Letters
- Ai Automation
- UI and interface Design
- Branding
- Mobile App Design

Multimedia

- Video Editing and Motion Graphics
- Illustration
- 2D and 3D Animation
- Info Graphics
- Audio Editing And Mixing
- Music Scoring
- Multimedia Presentations

Freelance Graphic Design (February 2020 - May 2021)

- Design strategic branding strategies for social media and web platforms
- Motion Graphics / Web Comps for Arthur Murray Corporate and Franchise sites
- Custom Illustration for ongoing everymechant marketing materials (web and print)

Einstein Creative, LLC (January 2011 - Dec. 2019)

Art Director

- Supervised multi-functional project teams to develop creative initiatives to large brand clients such as Turner, Victoria Secrets and Conde Naste.
- Created advertising concepts, from ideation to final executed deliverables
- Worked with municipalities providing easy access payment gateways for water and sewer as well as designing event promotions for towns.

Praxis Communications (January 2008 - Dec. 2011)

Art Director

www.praxisagency.com

- Front end Design to back end management and completion of all web sites for all B2B customers.
- Worked with Creative Director and clients directly to create and maintain overall branding for all B2B Clients (print/web)
- Designed web sites and programmed back end PHP using Drupal and wordpress

Eggz Inc (January 2005 - Dec. 2007)

Director of Web Development

- Worked directly with back end programmers to achieve all aspects of client requirements. Doubled checked all back end results against client needs.
- Managed team of in house and outsourced vendors to prove a sustainable profit margin on all production work.
- Designed / Managed Email Marketing Campaigns

Berkeley Judge Group (2003 - Dec. 2005)

Graphic Arts Instructor and Consultant

- Trained corporate clients in "advanced" Photoshop and illustrator techniques
- Worked with companies to assist in creating new and potential product lines
- Developed personalized training materials for companies needing to be trained based on the goals of their specific projects.

KnightRidder Digital and Philly.com (1997 - 2003)

Senior Designer

- Created compelling animated web graphics and illustrations for GPU energy that engaged kids to relate to electrical safety.
- Developed materials and presentations for the DRPA as well as the logo for the Atlantic City international airport and their 3D structure.