

KEVIN ROBINSON

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SKILL SET

Video Production, Motion & Graphic Design,
Marketing & Communications Strategy

LICENSES AND CERTIFICATIONS

Federal Aviation Administration

US § 14 CFR Part 107 sUAS Pilot License

TECHNICAL SKILLS

Adobe Creative Suite

After Effects, Audition, Illustrator, InDesign, Photoshop,
Premiere Pro

Apple

Final Cut Pro 7 Studio and FCPX

AutoDesk

Maya (Modeling, Texturing, Rigging),
3D Studio Max (Modeling, Texturing)

Red Giant Software (Maxon)

Trapcode and Keying Suite, Universe

EDUCATION

Corcoran College of Art + Design

BFA, Digital Media, 2009

Longwood University

Graphic Design and Computer Science

ORGANIZATIONS

AIGA

American Institute of Graphic Arts

Alpha Phi Omega

National Service Fraternity

IDA

International Documentary Association

Sundance Institute

PREVIOUS WORK EXPERIENCE

Upstream USA

March 2022—March 2024

Multimedia Specialist

Principal end-to-end visual designer that meticulously influenced every facet of the Training Curriculum for all partnership agencies.

- Crafted a dynamic and innovative video production and post-production workflow, conscientiously guiding it from conceptualization to completion. This involved devising a streamlined and impactful process within the Training Team, aimed at delivering top-tier external marketing campaigns and cutting-edge eLearning curriculums.
- Forged a unified and compelling sub-brand identity for the Training Team and its array of products.
- Collaborated extensively with the Marketing and Communications Team in a continuous capacity to craft enduring and invaluable video assets for the organization. Leveraged Adobe Premiere Pro and Adobe After Effects to bring these projects to life, ensuring their longevity.
- Designed captivating motion graphics tailored for Voice Over (VO) narrated video clips, enhancing their visual appeal and storytelling prowess.

UNC Chapel Hill

Feb. 2015—Feb. 2022

UNC Eshelman School of Pharmacy

Sr. Cinematographer & Studio Manager

Acted as the primary hub, offering comprehensive solutions for end-to-end video production, graphic design, and experiential design needs throughout the School of Pharmacy. This encompassed tasks ranging from marketing and internal communications to recruitment initiatives and curriculum-based eLearning.

- Pioneered the development of a dynamic video production and post-production workflow, orchestrating every stage from inception to completion. This initiative streamlined operations within UNC, ensuring a seamless and productive process for delivering high-quality content for external marketing campaigns and PharmD, PhD, and MS degree curriculum projects.
- Directed and guided Federal Work Study interns, imparting invaluable mentorship while instructing collaborative techniques in visual effects, editing, and transcoding through personal demonstration and leadership.
- Managed the studio operations and meticulously coordinated the production calendar, ensuring seamless scheduling and execution of projects.
- Led and coordinate numerous dynamic video projects, both in-studio and on-location, amidst tight deadlines, leveraging Adobe Creative Suite editing software such as Premiere Pro and After Effects.

- Managed all aspects of lighting, audio mixing, and visual effects for both studio and location shoots with precision and expertise.
- Executed numerous aerial shoots utilizing DJI drones, ensuring captivating and high-quality footage from above.
- Managed the transfer, storage, and archiving of footage meticulously on a custom-built NAS (Network Attached Storage) system, ensuring seamless organization and accessibility.
- Led as the Principal Investigator (PI) for a National Science Foundation (NSF) grant dedicated to advancing eLearning, with a particular focus on augmenting student engagement and enhancing knowledge retention.

UNC Chapel Hill **June 2020—Feb. 2022**

Employee Forum Parliamentarian

Served as the advisor on rules and order to the Chair of the Forum as well as keeping Forum Bylaws up to date.

Horizon Productions **Oct. 2012—March 2014**

Motion Designer

Crafted and delivered tailor-made video and animation solutions for a diverse clientele, including prestigious institutions like Duke University, IBM, John Deere, UNC Chapel Hill, BB&T Bank, Biogen Idec, and the American Kennel Club.

- Crafted storyboards or animatics to meticulously plan and vividly visualize motion graphics sequences prior to productions, guaranteeing seamless storytelling and clear communication of concepts with utmost effectiveness.
- Harnessed animation software like Adobe After Effects, Cinema 4D, or Maya to craft mesmerizing animations, smooth transitions, and stunning visual effects that elevate video content to new heights, captivating audiences and enriching the viewer experience.

LivingSocial, INC **Dec. 2010—Feb. 2012**

Motion Designer

Spearheaded the creation of captivating motion graphics and visual effects that played a pivotal role in elevating our digital marketing campaigns and promotional materials. From concept development to final delivery, consistently delivered high-quality motion content that showcased LivingSocial's innovative spirit and commitment to delivering standout experiences.

- Collaborated closely with cross-functional teams.
- Conceptualized and executed dynamic animations that brought our brand messaging to life, driving user engagement and enhancing the LivingSocial experience.
- Leveraged my expertise in animation software, crafted compelling visuals that resonated with our audience and contributed to the success of our marketing initiatives.
- Coordinated and aligned international offices' video production and motion graphics projects in London and Dubai to adhere to company campaigns and visual style.

AWARDS & ACCOLADES

UNC Chapel Hill **Feb. 2015—Feb. 2022**

UNC Eshelman School of Pharmacy

Telly Awards **2020**

- Silver : Internal Communications for Non-Broadcast
- Bronze : Cinematography for Non-Broadcast Productions
- Bronze : Employee Communications
- Bronze : Employee Communications

Hermes Creative Awards **2020**

- Platinum : Video - Internal Communications
- Gold : Video Creativity - Directing
- Gold : Video Creativity - Videography
- Gold : Video - Public Relations
- Gold : Video Creativity - Editing

Telly Awards **2019**

- Silver : Cinematography for Non-Broadcast
- Bronze : Editing for Non-Broadcast Productions
- Bronze : Direct Marketing
- Bronze : Educational Institution

Hermes Creative Awards **2018**

- Gold : Video - Recruitment
- Honorable Mention : Video - Public Relations
- Honorable Mention : Video - Videography

Telly Awards **2017**

- Silver : Use of Graphics for Non-Broadcast Productions
- Bronze : Editing for Non-Broadcast Productions
- Bronze : Educational Institution
- Bronze : Low Budget for Non-Broadcast Productions
- Bronze : Videography / Cinematography
- Bronze : Visual Effects for Non-Broadcast Productions

Hermes Creative Awards **2017**

- Gold : Public Relations
- Honorable Mention : Fund Raising

Telly Awards **2016**

- Bronze : Fundraising Video
- Bronze : Public Relations Video

Hermes Creative Awards **2016**

- Gold : Public Relations Video

Horizon Interactive Awards **2015**

- Bronze : Promotional Video

Conservators Center **Sep. 2011—Present**

Horizon Interactive Awards **2017**

- Silver : Website - Advocacy Non-Profit
- Bronze : Website - Travel & Tourism

Horizon Productions **Oct. 2012—March 2014**

Horizon Interactive Awards **2014**

- Gold : Motion Graphics/Effects