TILDESIGN

Rob Till

Director, Design

317.850.5204

ratillthe3@gmail.com

www.ratill.com

Education

University of Cincinnati - DAAP
BS in Digital Design with Honors
Teaching Assistant, Digital Skills

Technical Skills

UX Design
User Centered Design
UI Design
Prototyping
Wire framing
Design Systems
Usability Testing
User Flow
User Research
Agile Methodologies
Storyboarding
Motion Graphics
Animation
Video Production
Audio Production
Brand Identity
Typography
Web Layout
Responsive Design
Mobile Design
Print Production
HTML/CSS

Summary

A creative and results-driven design leader with a passion for maintaining branding consistency, enhancing user experience, and crafting innovative visual solutions. Proven expertise in directing cross-functional teams and delivering top-tier design across marketing, product development, and customer service. Adept at collaborating with developers, guiding design the design process from discovery through implementations, and driving platform enhancements.

Experience

Lumavate - Director, Design   Dec. 2017 - Oct. 2024

- Spearhead design strategy for Lumavate's platform, improving UI/UX and elevating customer engagement.
- Lead design efforts for client-based (SMB to Enterprise) teams throughout discovery, design, iteration and implementation phases for both internal and external, user-facing digital experiences.
- Collaborate closely with development teams, implementing design best practices and refining features based on user feedback.
- Maintain brand consistency across website and marketing channels, including customer training materials and digital assets.

PLTW - Senior Designer   2014 - 2017

- Led the design for the 2017 National Conference, creating brand-aligned visuals for digital and print.
- Developed marketing collateral (infographics, white papers, videos) to promote STEM education, engaging students, educators, and stakeholders.
- Created dynamic, animated content for STEM curriculum, including interactive lessons and digital media designed to engage students in learning complex scientific and technological concepts in an accessible and compelling way.
- Collaborated closely with the media and marketing teams to produce instructional videos used in classrooms, guiding teachers on how to implement PLTW curriculum. Edited these videos to ensure clarity, accessibility, and engagement.

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Proficiencies

Figma

Jira

Adobe Creative Cloud

  - Photoshop

  - Illustrator

  - Indesign

  - After Effects

  - Premiere

  - Audition

  - Media Encoder

  - AdobeXD

  - Acrobat

Microsoft Office

Google Suite

Camtasia

Audacity

Pendo

Navattic

Wordpress

References

Stephanie Cox, CEO

  Lumavate

  stephaniecox81@gmail.com

  1-317-833-8051

Eric Seidel, Principal Engineer

  Lumavate

  seidele@gmail.com

  1-812-219-9338

Steve Alspaugh, Design Architect

  Schmidt Associates

  salspaugh@schmidt-arch.com

  1-37-407-4177

Experience (cont.)

Schmidt Associates - Digital Media Specialist   2012 - 2014

- Served as the primary visual storyteller for architectural projects, producing high-quality renderings, illustrations, and graphics that showcased Schmidt Associates' design capabilities and vision to clients, stakeholders, and the public.

- Created high-quality visual assets, including renderings, presentations, and marketing materials, showcasing architectural projects.

- Led video production efforts, including filming, editing, and post-production, to create engaging content that highlighted the firm's projects, community involvement, and thought leadership within the architecture and urban planning industries.

- Played a central role in the re-branding initiative for the Lafayette Square International Marketplace, where I designed the new brand identity, including logos, signage, and promotional materials, revitalizing the community's image and fostering a sense of place.

Art Institute - Adjunct Professor   2011

- Taught design curriculum across introductory and senior levels including Adobe Illustrator, Typography, and 3D Packaging Design

- Wrote curriculum, presented lessons, and developed exercises and projects designed to measure and improve student performance.

- Led and moderated weekly design critiques with students as means of improving communication skills on both the presenter and commenter side, as well as guiding students on giving and receiving criticism.