

# Rob M. Haynes

34 S. Udall St, Mesa, AZ 85204

Cell: (480)326-2281 | [me@robhaynes.com](mailto:me@robhaynes.com) | [robhaynes.com](http://robhaynes.com)

**Skills:** Proficient in Adobe CS5 with extensive knowledge in Photoshop, Illustrator, and Dreamweaver. Fully proficient in Microsoft Office Suite. Extensive knowledge in all Apple software and hardware. Other proficiencies include: Quark, Parallels, Vm Fusion, iLife, iWork, Aperature, Publisher, and Mac OSX and Windows XP, XP Server, Vista, and 7. Design skills: Corporate Branding, UI/UX Design, Web Design, Corporate Collateral, SEO, HTML, XHTML, HTML5, CSS, CSS3, XML, Social Media, Marketing, Blogs, Wordpress, Email Campaigns, Content Management, Analytics, SEM, and re-branding.

## PROFESSIONAL EXPERIENCE

### **ROB HAYNES DESIGN, Mesa, AZ**

*Freelance Graphic/Web Design*

#### **Freelancer (Graphic and Web Design)**

**2006 -Current**

- Clients Include: USA Synchronized Swimming Association, Sun Devil Aquatics Club, Brinton Elementary School, City of Mesa (Parks and Recreation), London's Run, RMB Properties & Real Estate, Ecker Fence and Netting, Robinson Trim, Mesa Aquatics Swim Club, Arizona Desert Dolphins.

### **41 MEDIA, Chandler, AZ**

*Start-up company focusing on SEO, Web-Development and Design in the Affiliate and Lead-Gen industry.*

#### **Senior Web Designer/ Developer**

**Nov 2011 – May 2012**

- Lead a team of designers and developers to build and manage an online presence.
- Built websites from the ground up focusing on on-page SEO optimization and UI.

### **CITY ACCOMMODATIONS NETWORK, Queen Creek, AZ**

*Online travel reservations network company with over 1400 active domains.*

#### **Senior Web Designer/ Developer**

**Dec 2010 – Nov 2011**

- Responsible for designing and developing new and redesigning old web sites using HTML, XHTML, HTML5, CSS, CSS3, XML, PHP, JavaScript, and JQuery.
- Increased web traffic and lowered bounce rates through SEO, social media campaigns, and improved UI and design elements.
- Average increase of 44% click-to-purchase ratio through simple to use UI and superior design skills.

### **APPLE, INC., Phoenix, AZ**

*The most valuable technology company in the world with over 300 retail stores worldwide.*

#### **Specialist**

**July 2010 – Dec 2011**

- Responsible for creating loyal customers through sales interactions. Met all sales metrics immediately.
- Head of visuals team with responsibilities including prepping store for new product releases, cable management, displays, and overall aesthetic appeal.

### **SELECT COMFORT, Scottsdale, AZ**

*The #1 bedding supplier in America 9 years running with over 300 stores nationwide.*

#### **Store Manager**

**Nov 2009 – Apr 2010**

- Managed a team of sales professionals to meet and exceed monthly and quarterly individual and team sales goals.
- Immediately recognized for sales abilities as well as managing successes.
- Increased store productivity and sales by 58% within first 3 months of employment.

## EDUCATION

### **Associates – General Studies, 2006**

*Mesa Community College, Mesa, AZ*

### **Associates – Graphic Design, 2010**

*Alpha Beta Kappa - National Honor Society for academics*

*Art Institute of Phoenix, Phoenix, AZ*

## VOLUNTEER

### **London's Run**

**2006-2012**

**Queen Creek, AZ**

Art/Creative/Web Director and committee member for annual non-profit event to raise money for children with cancer/ families in crisis situations. Re-Designed website ([londonrun.org](http://londonrun.org)), and managed all online presence. Lead creative for advertising campaigns, signage, and t-shirt design.