

ROBIN KING

Motion & Graphic Designer

Tunbridge Wells, Kent

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PROFILE

Award-winning Motion and Graphic Designer with over 15 years' experience delivering impactful creative across digital, video, print, branding, and UX/UI. Proven ability to lead projects end-to-end—from brief to delivery—with an eye for precision, storytelling, and design excellence. Recognised for versatility, adaptability, and delivering high-quality work under pressure for leading startups, SaaS firms, and established brands.

Expert in Adobe After Effects, Photoshop, Illustrator, InDesign; strong in Figma, Sketch, Adobe XD; and experienced in print production, animation, and videography. Also brings experience in scripting, direction, and software development.

KEY SKILLS

- ◆ Motion Design & Animation
 - ◆ Graphic & Brand Design
 - ◆ UX/UI Design
 - ◆ Video Editing & Production
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PROFESSIONAL EXPERIENCE

Freelance Creative (via Quoxel)

Motion Designer / Graphic Designer / Video Producer

2020–Present

- ◆ Created over 60 high-impact animations, videos and graphics for clients including the British Standards Institute and SaaS startup OneCare Platform
- ◆ Helped OneCare increase customer acquisition by 25% through a cohesive animated explainer series
- ◆ Reduced production turnaround times by 30% by implementing efficient project workflows and client feedback loops
- ◆ Maintained a 100% client retention rate through strategic creative leadership and consistent delivery of polished, on-brand assets

everyLIFE Technologies

UX/UI Designer / Brand Designer / Motion Designer

2014–2020

- ◆ Rebranded the company across all channels, contributing to a 300% increase in brand visibility and becoming the UK's #1 recognised care software app
- ◆ Led UX/UI redesign across three SaaS platforms, boosting user retention by 25% and improving onboarding completion rates by 40%

- ◆ Delivered over 70 branded marketing videos and animations, increasing email clickthrough by 50% and web engagement by 60%
- ◆ Championed cross-functional collaboration, cutting campaign turnaround by 40% and increasing marketing output without expanding team size

Monza Media

Graphic Designer / Brand Designer / Motion Designer

2012–2014

- ◆ Developed visual identities for over 15 brands in the media and marketing sector
- ◆ Increased client campaign engagement by 45% with targeted design for digital and social channels
- ◆ Acted as creative lead on multi-format campaigns across print, motion and web

Barry M (Freelance)

Animator

2012

- ◆ Designed and executed stop-motion sequences for a high-gloss national TV ad campaign viewed by over 2 million households
- ◆ Delivered animation assets under tight broadcast deadlines with 100% client satisfaction

Playboy UK

Video Editor

2010–2012

- ◆ Edited and delivered over 200 hours of content to technical broadcast spec across VOD and cable platforms
- ◆ Reduced post-production errors by 50% through implementation of new QA review workflows

Paul Raymond Publications

Postproduction Manager / Senior Editor

2000–2010

- ◆ Managed team of 3 junior editors, overseeing end-to-end post for over 1,000 hours of video content annually
- ◆ Introduced a new digital asset management system that cut retrieval times by 70% and improved archive access across departments
- ◆ Boosted team productivity by 60% through workflow automation and staff mentoring

EDUCATION

- ◆ **National Film & Television School**, 2005 – Directing for Camera (PDA)
- ◆ **London College of Communication**, 2004 – Film & Video Production (PDA)
- ◆ **South Thames College**, 2003–2004 – 16mm Filmmaking (Professional Certificate)
- ◆ **Guildhall School of Music & Drama**, 1996–1999 – BA (Hons) Acting (2:1)
- ◆ **Queen Mary's College**, 1992–1994 – Theatre Arts (Distinction); Photography (Distinction)
- ◆ **Yateley Sixth Form**, 1990–1992 – A-Levels: Graphic Design (A), Applied Maths (B)
- ◆ **Yateley School**, 1985–1990 – 9 GCSEs (7xA, 1xB, 1xC)

References available on request.