

CLARE ROBINSON

Human Centered Designer

@ clarerobinsondesign@gmail.com

clarerobinsondesign.com

DESIGNER ETHOS

As a designer, I am motivated by people, with my inspiration stemming from their real-life problems, environments, and experiences. To solve and connect on an empathetic level. I thrive in the unknown, building my concepts and working around questions yet to be answered. My ability to connect and engage with others means I work naturally in a team. I often excel through the exchange of creativity and ideas. I am an attentive listener who is not afraid to ask questions and consider constructive feedback.

I understand that designing for a user is an ever-changing challenge with countless outcomes, pushing me to become highly adaptable in high-pressure situations. Constantly learning and evolving my design thinking to form practical solutions is what I have enjoyed most about my studies. I am excited to bring this with me into my professional career.

I pride myself on my values of transparency, honesty, faith, empathy, and humility, not only as a designer but as a person. It is at the core of my work, relationships, and identity, which are integral to the impact I leave.

SKILLS

- UI and UX design
- Webflow developer
- Human Centered design
- Film and animation
- Adobe Suite: InDesign, Photoshop, XD, Premiere pro, Figma
- Microsoft office
- Information architect
- Researching individuals and groups
- Facilitating workshops and group discussions
- Wireframing and prototyping
- Working knowledge of html and css (Brackets)

EDUCATION

Visual Communication Design with Honours
from Massey University Wellington

REFERENCES

Character Reference | Ant Nevin
a.nevin@massey.ac.nz

Character / Film | Jason O'Hara
WJ.OHara@massey.ac.nz

Service and experience | Karl Kane
karl.kane.nz@gmail.com

EXPERIENCE →

EXPERIENCE

UX/UI Designer | Freelance

2022

Alongside lecturing, I have been designing websites and constructing user personas and narratives to create creative, efficient user experiences. This work has me looking into user research, networks, wireframes, sitemaps, and user testing. Along with this, I have also been on the User interface side of things, with my primary knowledge in layout, typography, colour theory and hierarchy as shown in previous examples on my portfolio.

For further information please contact me.

Design Lecturer | Massey University CoCa

I am currently working as a co-teacher. Teaching the fundamentals of design and its practices. This work has me grading and critiquing students' work, and being a guide and mentor to the new generation of designers.

Contact: Lee Whitrod **Email:** L.Whiterod@massey.ac.nz

Designer | NZIFF (New Zealand Film Festival)

I am currently working for NZIFF, this role has me producing work for the communications and marketing team and along side the assistant to the general manager. My main roles are design, event organisation and running the box office.

Contact: Matt Bloomfield **Email:** matt@nziff.co.nz

Group leader for | 'Tahi Rua Tour Whā'

2021

A team of design students aimed at facilitating connection and engagement between younger design students of the university and final year students, through organising talks, events and workshops.

Contact: Kerry Ann Lee **Email:** k.a.lee@massey.ac.nz

Design Intern | Open lab

Throughout this internship I worked in areas of graphic designs creating brochure layouts and organising information into readable forms.

Contact: Adrienne Potts **Email:** a.potts@massey.ac.nz

UX/ UI design 2018 | Share my pet Nelson

2019-2020

For this job I worked on the user interface and user experience for this businesses website.

Contact: Dave Johnson **Email:** dave@sharemypet.co.nz