

Robert Foster

Digital + UX/UI + Web + Print

779-220-1036

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Education - DePaul University

Chicago, IL

Master of Science

Human Computer Interaction

Robert Morris College

Chicago, IL

Bachelor of Arts

Multimedia

Experience - Senior Digital Art Director / Norton Agency

May 2021 – Apr 2026 / Chicago, IL

- Led design work across digital campaigns including email, web, and display
- Designed and built HTML email campaigns (OFT and responsive), ensuring they worked across devices and platforms
- Created landing pages in Figma, focusing on clear structure, usability, and alignment with campaign goals
- Designed HTML5 banner ads for digital campaigns across multiple channels
- Worked closely with marketing, copy, and dev teams to bring ideas from concept through execution
- Prepared files for print and digital production, making sure everything was accurate and ready to go
- Built client presentations in Pitcher to communicate design direction and campaign ideas
- Kept a close eye on details across projects to maintain quality and consistency

Web Designer / Being Social Auto

Feb 2024 – Present / Freelance

- Designed and launched responsive websites based on client needs
- Made SEO improvements by reviewing traffic and adjusting site structure and content
- Focused on building clean, functional sites that were easy to navigate
- Developed a logo that translates brand strategy into a clear, recognizable identity

Web & Graphic Designer / WaterSaver Faucet Co.

Jun 2017 – Apr 2020 / Chicago, IL

- Designed and maintained company websites, keeping them current and easy to use
- Supported digital marketing campaigns across web, email, and social
- Built responsive HTML email templates that worked reliably across devices
- Created web and social banners to support ongoing campaigns
- Contributed to catalog layout and print production
- Updated content and designs as needed to improve clarity and usability

Email Designer / American Hospital Association

Mar 2017 – Jun 2017 / Chicago, IL

- Designed and developed responsive HTML emails for healthcare campaigns
- Created landing pages to support email campaigns and drive engagement
- Designed supporting visuals and graphics for emails and pages
- Worked with internal teams to make sure messaging and design were aligned

Senior Digital Designer / Celtic Chicago, Inc.

Jun 2016 – Nov 2016 / Niles, IL

- Designed layouts for websites and apps
- Built prototypes for testing and early feedback
- Helped redesign websites with updated UI and structure
- Created campaign assets to support product visibility

Skills -

Web Design

Graphic Design

Branding Design

Typography

Storyboarding

Wireframing

Prototyping

Figma

Landing Pages

HTML/CSS

JavaScript

WordPress

HTML Email Design

Adobe Creative Suite

Microsoft Office

HubSpot

Salesforce

Pitcher Impact

Project Management

Workflows

Vinyl Printing