



# ROBERT ALAN

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## PERSONAL PROFILE

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*“Rob is a thoughtful, intelligent, and highly creative individual. His attention to detail and strong desire to balance art with end-user results has dramatically strengthened our team. Rob has a certain depth of understanding and ability to deliver that few others can match.”*

Over eight years, I have pursued the best practices in Web design, while also reaching into the realms of graphic and logo identity design, photography and music. An ENTJ personality type, I was born to lead and contribute greatly to a community. I am skilled in all aspects of the creative process, from client needs gathering, delivery and beyond.

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## CAREER HISTORY

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### Michael Reynolds

President/CEO - SpinWeb

**February 2006 – Present, SpinWeb**

*Indianapolis, IN*

*October 2008 – Present:* As creative director, I monitor and collaborate for our creative team’s optimum output (I serve as the resident standards expert) and guide clients through the discovery and design phases. Meanwhile, I also continue to create original designs for client Web sites as well as our internal marketing.

*February 2006 – October 2008:* As a designer, I led a company-wide migration from tables to valid markup and CSS. I created tailored discovery documents for Web site requirements — including wireframes, sitemaps and process flows. I worked with developers to create dynamic and stunning web experiences and expanded my understanding and ability to alter PHP and Javascript.

**March 2001 – Present, Rob Alan Design**

*Indianapolis, IN*

## CONTACT ME

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(317) 363-9464

[www.robalan.com](http://www.robalan.com)

As a freelancer with a diverse client base in business, personal and art realms, I have created original and acclaimed materials — including packaging, apparel, identities, stationery, photography and Web design. I have hosted and administered over 40 accounts, created a custom content management system especially for musicians, and co-created a successful Webzine from scratch.



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## PROFICIENCIES

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*“Rob’s talents never cease to amaze. I worked with Rob on several Web design projects a few years ago. He’s a smart, creative designer that gives great attention to detail, and he won’t settle for ‘just okay.’”*

### Joshua Davey

Designer/Developer

**Creative:** Photoshop, Illustrator, InDesign, Dreamweaver, Coda  
**Systematic:** Mac & Windows platforms  
**Technical:** (X)HTML, CSS, able to modify PHP & Javascript  
**Productivity:** Google Apps, iWork, MS Office, Basecamp, Things App, Quicksilver, GrabUp, TextExpander  
**Philosophy:** GTD, Inbox Zero, ROWE

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## REFERENCES / FEEDBACK

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### Matt Conner - Business Partner

(765) 749-8666 / [matt.conner@ssvmag.com](mailto:matt.conner@ssvmag.com)

*“Rob’s design work is marked by the fantastic mix of dynamism, efficiency and beauty. I would never want to work with any other designer.”*

### Betsy Walker – Client

Musician

(317) 403-9687 / [betsy@betsywalker.com](mailto:betsy@betsywalker.com)

*“There are a number of reasons why I have chosen to work with Rob Alan Design... he is interested in me as a person and an artist, and he wants to see me succeed.”*

### Adam Weber – Client

Community Advisor, Franklin College

(765) 730-4812 / [agyweber1@gmail.com](mailto:agyweber1@gmail.com)

*“[Rob’s] creativity gave me instant credibility in new markets. He is great to work with and relationship with his clients is second to none!”*

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