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For online portfolio and contact information please visit: **kylerobinson.info**

**SKILLS & ABILITIES**

* Adobe Creative Suite Expert: Proficient in Photoshop, Illustrator, and InDesign for high-quality print and digital designs.
* Print & Prepress Specialist: Strong understanding of CMYK color processes, proofing, and preflight for flawless production.
* Music Production Expertise: Skilled in Ableton Live for music composition, sound design, mixing, and mastering.
* Affiliate Marketing: Experienced in managing Awin and Amazon affiliate programs and optimizing e-commerce websites.
* Web Design Proficiency: Skilled in using Wix to create, manage, and optimize responsive websites for clients.
* Content Creation & Video: Expert in YouTube video production, SEO optimization, thumbnails, audience engagement.
* Typography & Design: Strong eye for color theory, layout, and branding, delivering impactful visual solutions.
* Workflow Management: Proven ability to meet deadlines while managing multiple projects in fast-paced environments.
* Communication Skills: Clear and professional written and verbal communication for client collaboration and success.
* Versatile Team Player & Independent Worker: Thrives in both collaborative and independent roles.
* DJ & Live Performance: Experienced in creating immersive experiences with live DJing and music performances.

**EMPLOYMENT HISTORY**

**Self-Employed, Toronto, 2009-Present**

Music Producer, Performer & DJ

* Produced and released multiple albums and singles as XYLE, distributed on Spotify and Bandcamp.
* Performed live DJ sets at events, curating music to enhance audience experiences.
* Collaborated on remixes and production projects across genres like synthwave, ambient, and electronic.
* Created custom soundscapes and compositions for films, podcasts, and commercial projects.

**Self-Employed, Toronto, 2024-Present**

Content Creator & Producer

* Produce original content for YouTube channels “Alt Ambient” and “Filmless Soundtracks.”
* Design engaging video content, thumbnails, and promotional materials to grow subscribers and engagement.
* Optimize videos for SEO, boosting discoverability and audience retention.
* Create cinematic scores and original music for online and client projects.

**Self-Employed, Toronto, 2024-Present**

Affiliate Marketing Specialist

* Manage affiliate marketing strategies for MallRelics.com, targeting retro and synthwave enthusiasts.
* Partnered with businesses on Awin to increase product visibility and conversions.
* Redesigned an e-commerce website to boost organic traffic and user experience.
* Create SEO-optimized blog content and curate product listings to drive affiliate performance.

**Freelance, Toronto, 2007-Present**

Graphic Designer/Music Producer

* Deliver professional graphic design and music services to clients worldwide via Fiverr and Upwork.
* Design high-quality branding materials, including flyers, logos, business cards, invitations, and promotional assets.
* Create custom web and social media content, such as Facebook/YouTube covers, thumbnails, and ads.
* Compose and produce original music for YouTube videos, short films, podcasts, and websites.

**Artist Unknown Web Series, Toronto, 2014-2019**

Graphic Designer/Musician/Cameraman

* Independently created and produced a web series called “Artist Unknown” profiling emerging Toronto artists in exclusive interviews and event coverage.
* Wrote and recorded theme music and designed graphics for productions and promotion.
* Operated Panasonic Lumix GH4, Nikon P500, Canon D5 Mark iii, Gopro Hero 2 and 5, Zoom H4N Audio Recorder for interviews and events.

**Firebrand Print & Media Solutions, Toronto, 2014-2015**

Graphic Designer/Print Production

* Graphic design of digital media such as CD/DVD covers, posters, business cards, postcards.
* Duplication, printing, cutting, scoring, gluing, folding, binding, perforating, packaging of digital media.
* Inserted artwork into templates using Adobe InDesign, Illustrator, Photoshop, Acrobat.
* Operated Konica Minolta Bizhub Press C1060 Digital Printer, creating copies and proofs.

** P/2**

**Printer Gateway, Toronto, 2014**

Prepress Technician

* Prepared items to be plated such as business cards, brochures, post cards, posters.
* Pre-flighted items for overprint and ensured correct amount of bleed was given.
* Corresponded with customers via email if issues occurred with files.
* Inserted items into Metrix imposition software, sent to RIP and filled out dockets.
* Plated flyer runs and gang runs on a Fujifilm DART 4300 S CTP machine.

**Multimedia Nova Corporation, Toronto, 2010-2012**

Production Artist

* Created magazine and newspaper ads for Town Crier, Vaughan Today and Corriere Canadese.
* Edited photos, with an emphasis on colour density and balancing in Adobe Photoshop.
* Consulted with sales representatives to establish the general look and feel of advertisements.
* Packaged and archived newspaper pages daily using Adobe InDesign, organized them on server.
* Burnt and archived pages onto CDs, using Roxio Toast, every few months.

**Newsweb Printing, Toronto, 2005-2012**

Prepress Technician

* Produced printing plates for cold web presses using CTP machine.
* Downloaded PDF pages from FTP server and pre-flighted, cropped, renamed them if necessary.
* Sent pages to RIP station, assembled them in imposition software and sent them to CTP machine.
* Operated HP DesignJet 5500 to prepare proofs for quality control or for customers' review.
* Removed unwanted text or page numbers from plates using honing pen.
* Communicated with clients over the phone regarding file issues.
* Computer troubleshooting.

**EDUCATION**

**Seneca College of Applied Arts & Technology, Toronto, 2002-2003**

Digital Media Technical Production Diploma

* Learned foundational graphic design skills, including layout design, typography, and branding.
* Developed web design proficiency, including website creation and optimization.
* Gained expertise in 3D animation, including modeling, texturing, and rendering using industry-standard software.
* Acquired DVD authoring skills, creating interactive menus and multimedia projects for physical media.
* Studied sound design, focusing on audio editing, mixing, and mastering techniques.
* Worked with industry-standard software of the time, including Adobe Creative Suite and 3D animation tools.
* Completed hands-on projects integrating multiple disciplines, including graphic design, 3D animation, and sound design.

