

# Robert Barnes: Graphic Designer

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Brampton, ON, Canada 416-262-1107

As a life long creative, I have extensive experience in content creation across static images, video, and audio mediums. With intense passion for the arts and strong leadership skills I bring a unique perspective to team settings that facilitates new and fresh ideas for any setting.

Professional Experience:

Freelance Design (Music Industry) | Brampton | March 2019 - Present

- Creation of overarching art direction for albums and related visuals
- Creation and planning of social media promotion campaigns inline with album art direction

Founder and Design Lead for AuraLink | Brampton | September 2025 - Present

- Management of brand social media and creation of its content
- Development of client brand identity and adaptation into merchandising campaigns
- Design of both in-house media and client media content
- Managed client relations
- Lead the development of marketing campaigns to grow the brand through social channels

Skills:

Photoshop Premiere Pro, Illustrator, InDesign, Cubase, Hootsuite, Microsoft Office

Strengths:

Leadership, Project management, Time management, Strong people skills, Good at taking feedback

Schooling:

Production and Mix Engineering (Berklee College of Music - Boston, Massachusetts [2020-2021 remote])

Marketing and Advertising Communications Management (Sheridan College – Mississauga [2024-2027])