

LACHELLE ROBOTHAM

SENIOR VISUAL DESIGNER

With a background in branding, advertising, UX/UI design, and architecture. I have a strong belief in creating strategic and well-crafted experiences online and in real life.

SENIOR WEB DESIGNER

Whiteboard Creative Agency | Nov. 2022 - Feb. 2024

I collaborated with a team of designers, developers, and strategists to craft user-friendly web experiences. Using Figma, I developed detailed design systems and prototypes, ensuring smooth handoffs to dev and providing clients with a clear visual understanding of their website before launch, fostering engagement and satisfaction. Emphasizing a mobile-first approach, many of my projects were tailored to meet evolving user needs across multiple platforms.

BRAND EXPANSION DESIGNER

Compass Real Estate | Feb. 2021 - Oct. 2022

Worked within an in-house team of designers to build and expand the Compass brand on a national level. Completing projects such as agent logo design, social assets, out-of-home assets, UI, animation, and more.

VISUAL DESIGNER (CONTRACT)

Giant Spoon LA | May 2020 - Nov. 2020

Worked in partnership with copywriters, art directors, and strategists to create and launch Highlights Magazine's first-ever brand campaign in its 74-year history as well as define its future brand visuals. Also played a key role in the development of concepts and digital assets for Amazon, Snapchat, and MLB.

FREELANCE GRAPHIC DESIGNER

Atlanta, GA | May 2017 - Present

Providing services like branding, logo and web design, and photography for clients ranging from small businesses to non-profits like Boys & Girls Clubs and Make-A-Wish Foundation. My freelance experience has honed my self-discipline, strategy, concepting, and client communication skills.

GRAPHIC DESIGNER + RECRUITER

Memphis Teacher Residency | Aug. 2014 - Jun. 2017

I enhanced and managed the MTR brand by creating logos, marketing materials, and web graphics, including brochures, banners, and campaign graphics. I oversaw print and digital material selection and distribution, managed vendor relationships, and developed strong communication and presentation skills through recruiting and networking.

CONTACT

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EDUCATION

M.A. in Advertising
Savannah College of Art + Design
Atlanta, GA | 2019-2020

Bachelor of Architecture
University of Houston
Houston, TX | 2008-2013
Minor: Entrepreneurship

SKILLS

UX/UI Design	Figma
Wireframing	Adobe Illustrator
Prototyping	Adobe InDesign
Branding	Adobe Photoshop
Strategy	Adobe After Effects
Typography	Squarespace
Copywriting	Asana

ACHIEVEMENTS

AAF National ADDY (x1)
IDA, International Design Award (x2)
Red Dot Best of the Best (x1)
AAF District 7 ADDY (x1)
AAF Atlanta ADDY (x7)