

# Robin L. Berlin

601-255-8436 • [rberlin@hattiesburgwritinginstitute.com](mailto:rberlin@hattiesburgwritinginstitute.com)



Dear Readers:

I have over 15 years of design experience representing everything from climbing tree stands (a staple of southern hunting seasons) to professional business management and point of sale software for a homegrown Mississippi tech company with customers all over the world. For the last ten years I have worked exclusively with hand selected clients and participated in community outreach through graphic design and promotion consultation creating many projects free of charge for organizations that otherwise would have no access to professional graphic design and PR.

Graphic design software is my forte. I began working with Adobe programs in the early 1990s and have watched them evolve into the multimedia powerhouse they are today. I am not afraid of taking on new challenges to meet the demands of the ever-changing design world. I maintain and stay current on Adobe Creative Cloud as well as Microsoft Office.

Despite my solid background in art, I am most passionate about technology. After diving into UI creation for a family entertainment center kiosk I fell into Delphi coding and became fascinated with how the design worked with the code. That small start soon evolved into developing my own projects. I am currently working on a UI for quickly and efficiently entering Chinese characters via radicals. The project is a very personal one for me. While studying Mandarin I found the current methods rather rigid with a steep learning curve and univiting to beginners. I believe that all UI should not only be coded well, but also function naturally from the user perspective.

Thank you for taking the time to review this letter. I look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script that reads "Robin L. Berlin".

Robin L. Berlin

# Robin L. Perlin

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## Work Experience and Organizations

Ideal Software Inc.

Advertising, Marketing and PR Contact

GUI Designer

c. 2005

Helped establish brand identity through ads, press materials and user interface for business services and customer facing software. Designed trade show booth layout and materials.

Buckley Newspapers, Inc.

Graphic Designer

c. 2001

Layout for biweekly newspaper. Design ads. Run prepress preparations, technical support for Mac computers.

L&L Enterprises, Inc.

Advertising Marketing and PR Assistant

c. 1999

Design ads, assisted in development of budget and ad placement for print and TV. Conducted photo shoots. Schedule travel and promotional schedule for company directors. Design and oversee construction and shipping of tradeshow booth.

Laurel Little Theatre

Kids Camp Volunteer,

Snack Organizer &

Stage Right Coordinator

Secretary,

2015-16 Board of Directors

Organization, management and setup of supplies props and games for snack time and games. Manage stage right props, cues and direct runners for productions with casts of 100+ children. Secretarial duties to support the theatre and fellow board members.

Hub City Writers

Member

Assist in critique of written materials. Write, edit and read material for semi-annual reading events. Design promotional materials for publicity.

## Education

Jones County Junior College

Northeast Jones High School

AA Liberal Arts

Diploma

1998

1996



**Graphic Design** Coding **Marketing**  
Photography **Branding** Documentation  
**Vector Art** Proofing & Editing **Illustration**  
Public Relations **Copy Writing** Spanish (Int)