SAM ROBINSON A

Visual Designer | B2B SaaS Brand, Campaign & Performance Creative, Motion
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SUMMARY

Visual Designer with 5+ years of experience, most recently in B2B SaaS and AI products, designing brand and campaign creative for enterprise audiences: sales and executive decks, paid and organic social, one-pagers, infographics, web layouts, and motion. Currently Design Manager at Prezent.ai, leading a 5-member team while staying hands-on, owning the brand system and reusable Figma templates that let the team ship high volumes without losing consistency, and using AI tools (Google AI Studio, Gemini, Claude) to speed up concepting and production. Skilled at making complex technical products feel clear, concrete, and human for the people who have to buy them.

EXPERIENCE

Prezent.ai | *Design Manager (2023 – Present)* Remote

- Design brand and campaign creative with Product Marketing and Performance Marketing: paid and organic social assets, launch visuals, infographics, one-pagers, and feature and demo flows for an AI product sold to enterprises.
- Design sales decks and leadership presentations at production standard, built to support considered enterprise buying decisions.
- Own and evolve the brand system (Figma libraries, typography, iconography, reusable templates), knowing when to protect it and when to stretch it, so every new asset ships faster and stays consistent.
- Lead a 5-member design team handling high-volume requests across marketing, product, and sales, while personally designing and shipping work and balancing shifting priorities.
- Create motion graphics, product animations, and animated social creative for web and marketing touchpoints in After Effects and Premiere Pro.
- Translate abstract AI product concepts into concrete, easy-to-understand visuals that help customers see what the product does for them.
- Build AI-powered workflows with Google AI Studio, Gemini, and Claude to speed up concepting, automate repetitive design tasks, and cut turnaround time; share these working methods across the team.
- Review work as brand quality gatekeeper and mentor designers with constructive feedback.

Gramener | *Graphic Design Specialist (2022 – 2023)* Hyderabad

- Partnered with PMMs and marketers to produce B2B campaign visuals, marketing collateral, and explainer videos for data and AI solutions.
- Designed onboarding and demo visuals that made technical product features easier to understand and adopt.
- Created social media and campaign assets aligned to brand voice to drive audience engagement.

Creatisoul LLP | *Graphic Designer (2020 – 2022)* Bengaluru

- Designed branded collateral, website and landing page layouts, and social creatives for multiple clients, adapting to each brand's identity and strategy.
- Edited promotional videos that strengthened digital campaigns and visual storytelling.

EDUCATION

Kings Engineering College Chennai, Tamil Nadu

B.E., Electronics and Communication Engineering 2016 – 2020

SKILLS & TOOLS

Design & Brand: Figma (libraries, components, templates), Brand Systems, Campaign Creative, Typography, Layout
Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro
Presentation: Sales & Executive Decks, PowerPoint, Google Slides
Motion & Video: Motion Graphics, Animated Social & Ad Creative, Explainer Videos, Video Editing
Web: Webflow, Website & Landing Page Layouts
AI & Workflow: Google AI Studio, Gemini, Claude, Workflow Automation, Canva, Notion, Miro