

Joss J.A.E. Robinson

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Portfolio: <https://robinsonreel.com>

PROFILE: Multimedia creative with a BFA in Digital Media & Design and 5+ years of experience across video, design, and digital content. Adaptable, detail-oriented, and committed to high-quality results. Equally effective working solo, leading teams, or collaborating; skilled in communication, organization, and project management.

SKILLS

Language: Bilingual English/French (native languages).

Software: Adobe Premiere Pro, Adobe Photoshop, Adobe Audition, Adobe Illustrator, Canva, Microsoft Suite.

General: Video Editing, Photo Editing, Photography, Videography, Graphic Design, Sound and Audio Design/Editing, Social Media Management, Project Management/Planning, Content Creation, Scriptwriting, Acting/Voice Acting, Modeling, Digital Marketing, Oversight, Review, and Reporting.

EDUCATION

University of Connecticut (UConn) - Storrs, CT

Bachelor of Fine Arts, Digital Media and Design | Digital Film/Video Production

May 2025

Senior BFA Thesis, *Becoming* – A hybrid narrative-documentary exploring a deeply personal, yet universal, journey of transformation. 9 Film Festival Acceptances, 2 Awards: Lighthouse Lens Film Festival (**2nd Place**), and UConn Student Television Film Festival (**Best Editing**).

Academic Honors:

- Valedictorian, *summa cum laude* – School of Fine Arts – Highest GPA in the Fine Arts department (4.0)
- Fine Arts Banner Carrier
- Dean's List and Babbidge Scholar 2021-2025 (UConn's highest academic distinction)

WORK EXPERIENCE

YouTube Manager/Video and Web Editor/Brand Consistency Digital Asset Manager, UX – UConn Asian and Asian American Studies (AAAS) – Storrs, CT

Jan 2024-Present

Produce and edit 20+ (and counting) long and short form educational and advocacy videos, lead video production and branding across AAAS digital platforms, manage YouTube channel, improve audio quality, design graphics, and film events to support AAPI K-12 education advocacy.

Project Manager/Video Director/Producer – UConn Humanities Institute – Storrs, CT

Jan 2025-May 2025

Directed and managed 3 video interviews of UCHI fellows and one promotional trailer, translated academic research into engaging digital stories, coordinated schedules and client communications, led a creative team, and delivered branded video content for web & social media. Created and edited a promotional trailer to market fellowship work.

Video Editor/Rebranding and Marketing Intern - Nymbi Science – Englewood, CO

Summer 2023

Enhanced user experience and expanded the reach of Nymbi's marketing strategy by editing and producing 6+ short form commercially impactful videos. Work highlighted user progress and key app features, significantly contributed to Nymbi's rebranding campaign. Collaborated closely with VP of Clinical and the marketing and science teams, directly reshaping engagement narratives and creative media assets.

Sales Associate/Cashier - HomeGoods – Framingham, MA

Oct 2020-Aug 2023

Supported customers with home design advice and product selection. Handled transactions, returns, inventory, and trained new staff while ensuring efficient operations.

FREELANCE / CONTRACTOR EXPERIENCE

Production Assistant / Assistant Camera - Hawke Commercial Filmmaking – Boston, MA

May 2025-Present

Support commercial shoot and editing operations, assisting with camera setups, managing gear, and handling exporting/file management. Assemble selects, sync/edit sound, and create rough cuts. Collaborate with the director and cinematographer to maintain efficiency and creative consistency.

Creator/Design Assistant - Chic Redesign Interiors – Framingham, MA

Jan 2019-Present

Create and manage digital content for the corporate website while supporting various creative projects, including leading interior photo and video shoots, designing original client artwork, and maintaining website updates.