

# Sam Rogers

srogersdesign27@gmail.com | samrogersdesign.com

## Education

### **B.F.A in Art and Design, June 2020**

Concentration in Graphic Design

Minor in Italian Studies

Magna Cum Laude

California Polytechnic State University

San Luis Obispo, California

## Honors and Awards

Dean's List Fall 2016–Spring 2020

Adobe IBM iX Creative Jam 2019 Winner

## Professional Organizations

AIGA Cal Poly Student Chapter;

2018–2019 Photographer

## Technical Abilities

Proficient at creating wireframes in Adobe XD, Figma, and Sketch. Ability to create vector and bitmap illustrations in Illustrator and ProCreate. Proficient at typesetting and using styles to design layouts in InDesign. Proficient at creating assets using Photoshop. Basic knowledge of creating web pages using HTML and CSS. Ability to retouch and edit photos using Lightroom and Photoshop.

## Design Abilities

Identity design and branding. Responsive UX/UI design for websites and web/mobile apps. Editorial design and layout. Package design. Digital and print marketing design. Presentation design. Digital illustration. Photography with a DSLR camera.

## Work Experience

### **Web/Graphic Designer**, The Muses Digital

*August 2021–Present, San Diego, California*

Designed responsive websites for clients across a variety of industries. Created company branding for clients. Collaborated with copywriters and marketing strategists to create digital content for websites, emails, ads, and social media. Presented design concepts to clients.

### **Co-Founder**, Grove

*February 2020–June 2021, San Luis Obispo, California*

Created company branding. Designed and prototyped a digital product. Conducted user interviews. Collaborated on business development and problem discovery. Worked with software development teams to plan features.

### **Creative Director**, Cal Poly Racing

*February 2019–June 2020, San Luis Obispo, California*

Led a creative team of 3–6 members. Recruited and trained new team members. Managed and delegated projects. Oversaw team brand and website development. Worked with engineering teams to plan and execute collaborative projects.

### **Freelance Graphic Design Intern**, Five Acres Agency

*June 2019–October 2019, San Luis Obispo California*

Planned and executed a cross-platform social media marketing strategy. Created and edited a variety of client work including publications, presentations, and social media content.

### **Graphic Design Intern**, XVELA

*June 2018–September 2018, Oakland, California*

Designed a custom icon library for use in marketing collateral and website design. Created graphics for social media. Provided feedback on website design. Attended and participated in company and department meetings.

### **Graphic Design Lead**, Cal Poly Racing

*February 2018–February 2019, San Luis Obispo, California*

Designed promotional materials and apparel. Created presentations for SAE competitions. Organized and led design meetings and workshops. Photographed team events for social media.