

FERN ROATH

BFA Visual Communication Design, Cornish College of the Arts

SUMMARY

5+ years of experience in quick turn around, highly collaborative production and digital design spaces. Self teaching in UI/UX. Strong illustrative skills.

SOFTWARE & SKILLS

Adobe AI + PS + ID + AE, Clip Studio, File Maker Pro, Git, JIRA, macOS, Microsoft Office 360, Microsoft Teams, Procreate, Windows 10, Sketch, Illustration, Typography, Concept Ideation, Design Research, and more

EXPERIENCE

Visual Designer & Graphic Artist

Turn 10 Studios at Microsoft (Yoh Technologies), Mar. 2019 - Nov. 2020

Worked on the Customer Engagement Media Team providing visual concepts, digital design and production work for social, community, merchandise, events and e-sports broadcasting for the entirety of the Forza Motorsport franchise. Together we also created, improved and continually maintained the brand guidelines for the entire Forza suite of products. We worked with big name partners from Lamborghini to Special Olympics.

Visual Designer

Freelance, Oct 2018 - Oct 2019

Providing branding, identity and social media consultation for SMB and SoHo companies. I worked directly with a software engineer to bring brands to life online, and did both digital and print design.

Digital Visual Designer

Wizards of the Coast at Hasbro (The Creative Group)

Feb 2018 - Sept 2018

Illustrated digital guides for Magic: The Gathering community events. Helped create ad campaigns for upcoming MTG set releases and worked with competing project deadlines. Organized and created Photoshop templates to streamline ad creation and localize files for multiple languages and regional teams. Consistently delivered top performing ads for digital campaigns contributing to the most profitable MTG prerelease since the company was founded in 1994.

Junior Designer & Marketing Communication Specialist

Wireless Advocates, LLC (Creative Circle), July 2016 - Feb 2018

Poster Designer

Cornish College of the Arts, Sept 2015 - May 2016