

Percy Rose

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www.percyjrose.com

SUMMARY

Enthusiastic and creative junior graphic designer with a background in media design. Skilled in Adobe Creative Cloud, web design, print design, and marketing. Passionate about contributing to creative projects and delivering impactful design solutions.

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Microsoft Office
Blender
Figma

SKILLS

Digital Art & Illustration
Brand Identity
Social Media Content
HTML/CSS
3D Modelling
Color Theory
Typography

EDUCATION

B.Des. Digital Arts and Media Design | Aug 2019 - Aug 2023

The Pennsylvania State University | University Park, PA

WORK HISTORY

Marketing Staff | May 2022 - Aug 2023

The Center for Sexual and Gender Diversity | University Park, PA

- Designed branding materials and assets for signature programs, establishing a unique visual identity for the CSGD while following brand standards set by the university
- Produced advertisements for over 50 individual events, contributing to increased event attendance and social media engagement
- Spearheaded the designs for a successful awareness campaign on gender diversity, reaching 300+ faculty and staff members across multiple campuses
- Managed social media such as Instagram, Facebook, and digital newsletters based on analytics and content strategy

INVOLVEMENT

Brand Designer | Nov 2023 - Dec 2023

The Pennsylvania Equality Project | Remote

- Designing a complete rebranding for the nonprofit, including logo and brand identity

President | Apr 2020 - Apr 2023

Lion PRIDE Caucus at Penn State | University Park, PA

- Facilitated LGBTQ+ advocacy, leadership, and education by orchestrating weekly general body meetings and weekly executive board meetings
- Member of the President's Commission for LGBTQ+ Equity, providing the President a student's perspective into LGBTQ+ issues across various Penn State campuses
- Revamped branding and marketing efforts, including a new logo and graphic design standards for enhanced brand consistency and recognition
- Headed planning committee and designed advertisements for annual prom, resulting in record attendance of 180+ guests