

# Sam Rogers

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## 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 and prototyping wireframes in Adobe XD and Sketch.

Ability to create vector and raster illustrations in Illustrator and ProCreate.

Proficient at typesetting and using styles to design layouts in InDesign. Basic knowledge of creating web pages using HTML and CSS. Ability to retouch and edit photos using Lightroom and Photoshop.

## Design Abilities

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

## Work Experience

**Co-Founder, CMO, Grove**

*February 2020–Present, San Luis Obispo, California*

Creating company branding. Designing product user experience and interface. Prototyping product wireframes for user testing and development reference. Working in sprints with software development teams to plan features. Developing and implementing a digital marketing strategy.

**Creative Director, Cal Poly Racing**

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

Led a creative team of 3–6 students. Recruited and trained new team members. Managed and distributed projects to other team members. 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, social media content, and UI animations.

**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 accounts. Provided feedback on website design. Attended and participated in weekly 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 necessary for SAE competitions. Organized and led design meetings and workshops. Photographed team events for social media.

**Marketing Intern, Switchmate Home LLC.**

*August 2017–September 2017, Pleasanton, California*

Conceptualized product and packaging designs. Created website concepts and web content. Performed product tests. Assembled promotional material and packaging.