

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–June 2021, San Luis Obispo, California

Created company branding. Designed and prototyped product user experience and interface. Conducted user interviews. Worked in sprints with software development teams to plan features. Developed and implemented 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.