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ROGER SCHINKLER

BEGINNING: *Stockholm, Sweden*
LEARNING: *School of Visual Arts, New York City*
LIVING: *Fort Lauderdale, Florida*

About Me:

I live and breathe design. I can remember that from a very young age I was mesmerized by fonts. I was given a book of different type faces, I could spend hours looking at them. But it was not until I was working for Lar Lubovitch dance company in NYC that someone noticed I had talent while working on one of their advertisements. Soon after, I applied to start my education at the School of Visual Arts and thus my love affair with design began.

Although my education is based on graphic design in advertising, I always managed to take sculpting classes with a vision to combine sculpting with graphic design. 3-D graphics got me featured on MTV and shows at the Art Directors Club and Whitney Museum of American Art in New York.

Skills:

Adobe Creative Suite
QuarkXPress
Microsoft Office
CSS, scratching the surface
Well Organized

Core Belief:

"The success of any project lies within the team, it does not matter what title you have, we are all an integral piece in the puzzle that brings the project together."

Present:

2018 – 2020:
Learning Sciences International, West Palm Beach, FL
Physician Services, Fort Lauderdale, FL
City Revive, West Palm Beach, FL

Not So Distant Past Experience:

2004 – 2018:
Airport Experience News
(formerly Airport Revenue News,)
a division of Clarion UX, Boca Raton, FL

Job Responsibilities:

TITLE:
Director of Creative Services, but when it comes down to it, I wore many hats.

MAGAZINE:
Concepting and creating the monthly publication including marketing collaterals
for both the AX brand as well as clients.

LOGOS, ADVERTISING, BRANDING:
Creation of the AX brand identity from new logo(s) to teaser ad campaign pre-launch and full ad campaign during launch, translating the brand to multiple websites and creating printed collaterals reflecting the new brand.

ANNUAL CONFERENCE:
Conception and execution of all event collateral for 13 conferences which included but was not limited to: invitations, teaser ad campaigns, e-blasts, event signage, collateral materials such as event guides, attendee books, event maps, registration hub, sponsor thank you signage and collaterals used during sessions.

DATA:
Creation of Fact Book – the AX 500-plus page data book that became the airport industry's must have resource guide – this was created and executed from layout of the valuable data to creating ads within the book.