



BRIAN ROGERS GRAPHIC DESIGNER

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brogersdesign.com

Objective:

Experienced 21+ year creative art director looking to obtain a position where I can use my unique problem solving skills to enhance the design, technical aspects & culture of an openly imaginative and quality driven team environment.

Experience:

Oct 2019
to Jan 2020:

Housing Authority of Baltimore City - Baltimore MD; Contract Designer/Multimedia Manager

- Create & distribute graphics for numerous campaigns: social media, website, super-graphics, print, posters & signage.
- Manage & develop schedules & content for: social media, & closed circuit television system or internal & external viewers.
- Assist in photo & video shoots for use on social media, websites, & broadcast.

Feb 2018
to Oct 2019:

Stanley Black+Decker - Towson MD; Senior Graphic Designer/Packaging, Craftsman

- Designed & produced packaging & POP materials for Craftsman relaunch.
- Concepted & implemented step-up strategy for Craftsman V20 (20 Volt battery system) outdoor & power-tools.
- Worked with internal teams: 3D render & digital visualization, photographers, & studios to revamp current in-store packaging for more aggressive refresh in 2020 retail.
- Led campaign to create working Adobe Cloud Libraries for Craftsman assets & modularized design templates.
- Developed a streamlined automation process for redundant graphics, labels & in-store header cards, working with brand, product & promotions team.

Jan 2017
to Nov 2017:

Planit Agency - Baltimore MD; Print Production Manager/Designer

- Primary role was to reexamine print production workflow, streamline processes & discover new potential vendor relationships to bring added capabilities.
- Implemented new bid request system to accurately gather needed details to effectively quote print jobs, final vendor selection, manage production time-lines & release final materials to vendors.
- Assisted in design, photo manipulation & retouching, prepress & preflighting to finalize & prepare materials for release.
- Attended press inspections for quality control to hold standards for both agency & clients expectations.

Sept 2008
to Jan 2017:

Bonnie Heneson Communications - Owings Mills MD; Creative Director/Art Director

- Led creative team of designers, freelancers, photographers & web developers.
- Individually produced & creative directed team members work on materials for clients ranging from; brand development, corporate identity, marketing & advertising materials, e-mail campaigns, web & digital projects.
- Clients included non-profit, health-care, education & associations.
- Coordinated & directed photoshoots for clients specific needs, including individual projects & building a custom photo library for current & future branding. Handled post editing of photographs, including photo manipulation & retouching.
- Built & expanded vendor list to add more capabilities & diversify options to best benefit clients & firms needs.
- Helped in building custom traffic management software to capture internal teams hours & accurate project billing.

May 2007
to Sept 2008:

VBP OutSourcing - Glen Burnie, MD; Senior Graphic Designer/Project Manager

- Senior lead on team responsible for management of designers, copywriters, freelancers & web developers.
- Individually produced & managed team members work on materials for clients ranging from; brand development, corporate identity, marketing & advertising materials, e-mail campaigns, web & digital projects.
- Clients included non-profit, health-care, education, construction, information technologies, retail & government contractors.
- Managed client relationships for numerous accounts.
- Provided assistance to developers & clients for web updates & maintenance in custom built content management systems (CMS), WordPress & Drupal platforms.

Prior to
May 2007:

Prior Experiences Include Full-time & Freelance Positions:

- Azzam Jordan ▪ Bevel Design ▪ Brann Baltimore ▪ Curiosity Kits ▪ Devaney & Associates ▪ Doner Direct
- Eisner ▪ Harvey ▪ Kelly Michener ▪ Profiles ▪ Renegade ▪ TBC ▪ Visionmark ▪ White Good & Company ▪ & more.

Technical:

- Adobe Creative Cloud Software (InDesign, Illustrator, PhotoShop, DreamWeaver, Acrobat, AfterEffects, XD, & more.)
- Microsoft Office ▪ GSuite ▪ WorkFront ▪ WindChill ▪ WordPress & other Content Management Systems (CMS).

Education:

Art Institute of York PA (Formerly Bradley Academy for the Visual Arts)
Associates degree in specialized technology, graphic design

