



adamrogers
908:494:4270 : adam@arog.net

www.arog.net

:description **senior designer/art director** whose work ranges from subtle to bold without losing sight of the client's message through creative typography, strong concepts, and dynamic design. i have the proven ability to produce great work, on time and on budget. creative. thorough. quick. experienced. – *i am currently freelancing and looking for full-time or freelance opportunities on or off-site.*

:experience

2007:present **adamRogers design (www.arog.net) Freelance - (2007 - present)**
Projects include: branding, invitations, direct mail, event signage, in-store/building signage, posters, brochures, wearables, websites

UpDate Graphics -The Children's Place : secaucus, NJ : sr designer (2007 - 2008)
responsibilities include: design concepts, sketches, conception through production, account management, client contact, copy changes and layout revisions, retouching, comping, research, presentation for clients

Projects include: collateral materials, logos, branding, invitations, direct mail, event signage, in-store signage, posters, brochures, wearables

2006:2007 **Kean University : Union, NJ : adjunct professor (2006 - 2007)**
instructing studio style class in Promotional Design. gave weekly lectures on variety of topics in promotion and branding; in-class critiques; development of in-class assignments and major projects.

2003:2007 **Coyne Communications : Basking Ridge, NJ : designer (2003 -2007)**
responsibilities include: design concepts, sketches, conception through production, account management, client contact, copy changes and layout revisions, retouching, html email and mini websites, comps, research, presentation for clients, press checks, execution and presentation of comprehensives

Projects include: collateral materials, logos, invitations, letterhead + business cards, event signage, wearables and displays, sales kits, posters, brochures, direct mail promotional kits

2002:2003 **The Design Studio at Kean University : student designer/intern**
responsibilities include: design concepts, execution and presentation of comprehensives, client contact, on-press supervision, and monitor and maintenance of computer lab.

Projects include: newsletters, logos, posters, brochures

:education

Kean University : Union, NJ
BFA: Visual Communications – Design/Advertising; Magna Cum Laude May 2003
Dean's List Kean University: Fall 2001 – 2002; Spring 2001 – 2003;

Broome Community College : Binghamton, NY
Associates Degree in Liberal Arts 1994

:skills

- Creative design from concept to production;
- Branding/advertising concepts and design, copywriting
- Very strong typography skills (hand rendering/computer)
- Rendering in a variety of media
- Photography styling and art direction
- Managerial and interpersonal skills
- Mac OSX; Windows 7/Vista/XP systems using: Adobe Creative Suite, Dreamweaver; Quark, MSOffice
- Graphic design for print and web development including visual concept, information structure, and HTML, CSS, Dreamweaver production

:achievements

- Advertising By Design® cover award 2004 – American Graphic Design® Awards; Creativity 34® Awards
- Scholarship recipient 2003 – ADCNJ®
- President of National ACRY (Church Youth Group Organization) 2003 – 2004
- Captain of 2nd place team for ADCNJ® (Art Directors Club of New Jersey) Design Derby Fall 2002;
- Treasurer of GDSL (Graphic Design Student League) Kean University Fall 2002;

portfolio and references available upon request.