

# DENNIS ROGERS

Graphic Designer

## PERSONAL INFO

designvariety@gmail.com

989-714-9607

Chicago, IL

## PORTFOLIO

dennisdesigns.com

## AREAS OF EXPERTISE

Graphic Design

Web Design

Digital Design

Branding

Print Design & Production

Project Management

Infographics

Video Editing

Photography

Typography

## TECHNICAL SKILLS

Adobe Creative Suite

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe Premiere

Adobe After Effects

Figma

Asana

HTML & CSS

WordPress

Content Management Systems

Microsoft Office

## EDUCATION

**Bachelor of Fine Arts in  
Graphic Design**

Saginaw Valley State University

Saginaw, MI, 2009

## PROFILE

Versatile and results-driven professional with 14 years of experience as a graphic designer, possessing a track record of producing visual solutions that meet and often exceed client expectations while staying current with design trends and meeting tight deadlines.

## PROFESSIONAL EXPERIENCE

**Graphic Designer** • 01/2022 - 02/2023

*Internet Brands - Officite, Downers Grove, IL*

- Designed marketing and advertising materials for four medical brands, increasing click-through and conversion rates.
- Created hero images, social media ads, banner ads, web page layouts, landing pages, emails, print mailers, and white papers.
- Upheld brand guidelines for all brands.
- Performed technical audits on email and print pieces to ensure quality standards were met.
- Organized and managed image libraries and design assets.

**Graphic Designer** • 06/2015 - 01/2021

*Champion Screen Printing & Embroidery, Lincolnwood, IL*

- Collaborated with clients during the design and proofing process until mockups were approved and print-ready.
- Selected matching Pantone and thread colors.
- Completed color separations and prepared art files for press.
- Partnered with management to redesign the company website, which led to a 300% increase in page views and a 15% increase in sales.

**Graphic Designer** • 05/2010 - 06/2015

*Bright Star Church & Bright Star Community Outreach, Chicago, IL*

- Designed logos, letterheads, business cards, social media ads, brochures, flyers, promotional materials, and email newsletters.
- Developed five websites connecting parishioners, guests, and supplementary stakeholders.
- Utilized web analytics to increase traffic by 170%.
- Ensured that all messaging and visual elements were aligned with the overall image and brand of the church and nonprofit organization.
- Captured, edited, and uploaded weekly videos that were featured in marketing campaigns.

**Graphic Designer** • 02/2009 - Present

*Independent Contractor, Chicago, IL*

- Consult with clients to understand the scope of a project and determine the appropriate visual concepts and graphic solutions.
- Projects included logos, letterheads, newsletters, websites, posters, and digital advertising campaigns.
- Designed a yearly product booklet and trade show signage for the Fostex brand for the Consumer Electronics Show.
- Created a series of 12 posters for a monthly DJ show.