



Andy Rohr

GRAPHIC DESIGNER

Contact

Address

1706 Mohave St #B411
Grand Canyon, AZ 86023

Email

andyrohrdotcom@gmail.com

Phone

773 817 3999

Online Portfolio

andyrohr.com

Fun Facts

- live at the Grand Canyon, AZ
- Love collecting vinyl records
- Over 174 coffee shops visited
- Own a Xtool lazer cutter
- Have a maltipoo named Peanut
- Over 25 years freelancing experience

Professional Summary

Dynamic and versatile designer with a flair for creating eye-catching, minimalist, and playful visuals across diverse formats. Exhibits a unique blend of independence, team collaboration, and adaptability, proficient in merging various visions into cohesive and impactful designs. Exceptional at managing multiple projects concurrently, meeting tight deadlines without compromising quality. Effective communicator with all project stakeholders, ensuring clarity and efficiency in workflows.

- **Design Expertise:** Proficient in crafting compelling, brand-centric designs for print, digital, and environmental platforms. Specialized in event branding and marketing campaigns.
- **Project Management:** Proven leadership in guiding projects from inception to completion, adept at time and resource management using tools like Asana and smartsheets.
- **Strategic Communication:** Exceptional communicator, skilled at liaising with teams, clients, and partners, ensuring aligned project visions and clarity.
- **Technical Proficiency:** Expert in design software, including Adobe Creative Suite and K4, with a commitment to staying abreast of new technology.
- **Creative Problem-Solving:** Innovative and detail-oriented in resolving design challenges and enhancing project quality.
- **Team Collaboration:** Effective collaborator, known for driving team unity towards cohesive design outcomes and consistent brand messaging.

Experience

Learning Experience Designer (LXD) - Remote Work

Straive / Chicago, IL / 2022 - Present

In my capacity as an LXD, I demonstrated exceptional prowess in curating and managing the lifecycle of visual assets, aligning each phase with the organization's high standards and strategic objectives.

- **Art and Photo Specification Management:** Skillfully managed the assignment and distribution of art and photo specifications, facilitating the creation of content and supporting research initiatives.
- **Quality Assurance:** Performed rigorous spot checks on incoming art deliveries to ensure compliance with style guidelines and the completeness of assets.
- **Data Accuracy and Management:** Diligently monitored and verified the accuracy of data entries within asset tracking systems, maintaining impeccable records for project tracking.
- **Publication Readiness:** Assessed and guaranteed the quality of art and photography within K4 page layouts, certifying their suitability for publication.
- **Feedback Coordination and Communication:** Acted as a central point for collating and conveying feedback, effectively bridging communication gaps between internal teams and the SPI art department.
- **Resource Acquisition:** Successfully procured high-resolution imagery, crucial for the development of engaging professional development video content.

Graphic Designer - Office & Remote Work

Dream Town Realty / Chicago, IL / 2020 - 2021

As a Graphic Designer at Dreamtown Realty, I leveraged my dynamic design skills to create marketing materials that resonated with the brand's ethos and propelled business objectives forward. My journey with Dreamtown Realty was characterized by innovative design, collaborative efforts, and a drive to excel.

- **Billboard and Panel Design:** Developed eye-catching billboard and panel designs that significantly amplified Dreamtown Realty's visibility in strategic locations.
- **Marketing Material Production:** Generated diverse marketing assets, such as brochures, posters, postcards, flyers, with the aim to captivate potential clients and boost sales.
- **Digital Marketing Initiatives:** Initiated and managed effective email marketing campaigns and digital content, enhancing the brand's online engagement and communication.
- **Brand Development:** Instrumental in evolving Dreamtown Realty's brand materials, I ensured a consistent and appealing brand presence across various mediums.
- **Collaborative Design Process:** Collaborated closely with the lead creative and other team members, aligning design strategies with business goals to achieve outstanding results.
- **Innovative Design Solutions:** My self-motivation and desire to innovate led to the creation of unique design solutions, contributing significantly to the brand's development and market standing.



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Education

1993 - 1997

The School Of The Art
Institute Of Chicago

Bachelor of Fine Arts (BFA)

Experience (Cont.)

Graphic Designer - Remote Work

The Collective Agency - BCD Meetings and Events / Chicago, IL / 2021 - 2022

As a Graphic Designer at BCD, I transformed the brand identities of Fortune 500 companies with creative and strategic design solutions. My deep understanding of brand dynamics and innovative visual communication enabled me to create designs that captivated audiences and met business goals. My time at BCD was characterized by excellence, teamwork, and a commitment to redefining design standards, resulting in memorable brand experiences.

- **Client Consultation:** Engaged in in-depth consultations with clients to ensure design projects were perfectly aligned with their brand and event goals.
- **Project Management:** Managed the entire lifecycle of design projects, from the initial concept to the final delivery, keeping strict adherence to deadlines.
- **Innovative Branding Solutions:** Created groundbreaking branding and promotional materials that ensured a cohesive presence across various platforms.
- **Client Relationship Management:** Fostered and maintained strong relationships with clients, consistently exceeding their expectations and project objectives.
- **Collaborative Strategy Development:** Worked closely with teams across different disciplines to craft integrated branding and event marketing strategies.
- **Technical Proficiency:** Leveraged advanced design software to produce high-quality graphics, setting new benchmarks for industry standards.
- **High-Profile Collaborations:** Contributed to the branding success of major clients such as Johnson & Johnson, Luxottica, Goodyear Tire & Rubber, Truist Bank, UnitedWay, and the United States Air Force.

Creative Director & Lead Graphic Designer - Office & Remote Work

Tradecraft Outfitters / Chicago, IL / 2019 - 2020

As Creative Director and Graphic Designer at Tradecraft Outfitters from 2019 to 2020, I was instrumental in transforming the brand's identity and communication strategies. My leadership, marked by collaboration and visionary thinking, spurred significant brand evolution and market repositioning. By embracing Tradecraft Outfitters' core values and adapting to our audience's needs, I initiated a range of strategic and creative efforts that significantly enhanced the brand's image and narrative.

- **Strategic Communications:** Led the development of a resonant strategic communications plan, ensuring brand consistency across all mediums.
- **Design Innovation:** Reimagined and deployed new visual designs, including marketing materials like catalogs, flyers, and digital animations, to solidify our market stance.
Event Exhibition Leadership: Directed the creation of engaging event exhibits, producing immersive booths that highlighted our brand's distinctiveness.
- **Brand Rebranding:** Managed the rebranding of key corporate clients, developing new identities and marketing assets that matched their strategic objectives.
- **Marketing Strategy Collaboration:** Collaborated with multidisciplinary teams to merge creative ideas with overarching marketing strategies for a unified brand message.
- **Cross-Departmental Efficiency:** Excelled in leading cross-departmental projects to meet tight deadlines, enhancing the brand's responsiveness in the market.
- **Distinguished Partnerships:** Forged significant collaborations with notable brands like Art of Tea, Atomic Coffee Roasters, Caffè Umbria, and others, customizing strategies to spotlight each brand's unique qualities through design and strategic focus.



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Skills

- Adobe Illustrator
- Adobe Indesign & K4
- Adobe Photoshop
- Adobe Acrobat Pro
- Adobe Lightroom
- Asana
- Microsoft PowerPoint
- Microsoft Word
- Microsoft Excel
- HTML / CSS
- Wordpress

Experience (Cont.)

Art Director & Lead Graphic Designer - Office & Remote Work *Lillstreet Art Center / Chicago, IL / 2012 - 2018*

As the Art Director and Graphic Designer at Lillstreet Art Center between 2012 and 2018, my tenure was marked by significant contributions towards enhancing the center's branding and visual communication strategies, which played a pivotal role in redefining its presence both online and offline.

- **Strategic Communications Collaboration:** In partnership with the marketing team, I was instrumental in crafting a comprehensive strategic communications plan. This initiative was aimed at expanding the center's outreach, engaging a broader audience through carefully planned marketing and promotional activities.
- **Brand Revitalization Efforts:** I took the lead on an extensive rebranding campaign that rejuvenated the center's visual identity. This included redesigning the logo, overhauling the website for a more modern and user-friendly experience, and refreshing the graphics for our digital newsletter, and catalog aligning with contemporary design trends while staying true to the center's artistic essence.
- **Promotional Material Design:** My design philosophy, centered around minimalism and clarity, guided the creation of promotional materials. Each piece, from sleek catalogs and clear, informative signage to targeted advertisements, was designed to not only inform but also to captivate and inspire our diverse departments and their audiences.
- **Corporate Client Rebranding:** Beyond internal projects, I extended my expertise to organizations associated with the center, leading their rebranding initiatives. This process involved deep collaboration to understand each organization's unique identity and goals, culminating in the development of new brand identities, logos, and a full suite of marketing materials that resonated with their target demographics.
- **Effective Cross-Team Coordination:** My role necessitated seamless coordination with various teams within the organization, a challenge I met with proactive communication and robust project management strategies. This ensured that all projects not only met their intended deadlines but also exceeded quality expectations.
- **Promotion Reflecting Impact:** The impact of my work, coupled with my dedication and ability to inspire change, was recognized with a well-earned promotion from part-time designer to full-time Art Director within two years. This promotion was a testament to my positive influence on the center's branding strategy and my commitment to fostering an environment of artistic excellence and innovation.

Marketing Director & Lead Graphic Designer - Remote Work *Caffè Baci & Caffè RōM (Same owner) / Chicago, IL / 2009 - 2012*

As the Marketing Director and Lead Graphic Designer for Caffè Baci & Caffè RōM from 2009 to 2012, my role was instrumental in defining and executing the marketing and design vision across several of its Chicago venues. My strategic insight and creative expertise were key in elevating the brand's narrative and visual appeal.

- **Comprehensive Marketing Strategy:** I spearheaded the development and execution of an overarching marketing strategy that successfully promoted the brand across five distinct locations. This strategy emphasized catering, breakfast offerings, and seasonal promotions, effectively boosting brand visibility and customer engagement.
- **Diverse Promotional Materials:** I was responsible for the creation of an extensive range of promotional materials, including eye-catching in-store advertisements, customized event menus, and targeted direct mail campaigns. These efforts were crucial in enhancing the customer experience and maintaining a cohesive brand image across all touchpoints.
- **Digital Engagement:** I managed the consistent design and timely refresh of digital communications, such as newsletters, to keep the brand's audience informed and engaged. This involved leveraging the latest design trends to ensure content was both attractive and effective in driving customer interactions.
- **Innovative Video Content:** My direction in producing dynamic video content for in-store displays played a significant role in driving increased seasonal sales. This content not only captivated customers but also reinforced Caffè Baci & Caffè RōM's market presence, showcasing the brand's commitment to quality and innovation.