

## CONTACT

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Grand Canyon, AZ

773.817.3999

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andyrohr.com

## CORE COMPETENCIES

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- Design Expertise
- Project Management
- Digital Design
- Strategic Communication
- Technical Proficiency
- Creative Problem-Solving
- Event Branding
- Marketing Campaign Management
- Team Collaboration
- Video Production
- Design Strategy
- Design Process
- Strategy Development
- Creative Direction

## TECHNICAL SKILLS

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- Adobe Creative Suite
- Adobe Illustrator
- Adobe InDesign & K4
- Adobe Photoshop
- Adobe Acrobat Pro
- Adobe Lightroom
- Asana
- Microsoft PowerPoint
- Microsoft Word
- Microsoft Excel
- HTML
- CSS
- WordPress

# Andy Rohr

## GRAPHIC DESIGN

### Graphic Design • Design & Layout Visualization • Brand Development

Dynamic and versatile graphic designer known for creating eye-catching, minimalist, and playful visuals across print, digital, and environmental platforms. Exhibits a unique blend of independence and team collaboration, adept at merging various visions into cohesive and impactful designs. Demonstrated proficiency in project management, guiding initiatives from inception to completion while leveraging digital design tools to ensure efficient time and resource management. Exceptional communicator, skilled at liaising with teams, clients, and partners to ensure aligned project visions and clarity. Exemplifies a commitment to staying abreast of new technology. Known for creative problem-solving and driving team unity towards consistent brand messaging and enhanced project quality.

## PROFESSIONAL EXPERIENCE

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### ● Learning Experience Designer (LXD) | February 2022 to Present

Strive Premier Marketing, Inc.

Demonstrated exceptional skill in curating and managing visual assets throughout their lifecycle, ensuring alignment with organizational standards and strategic objectives.

- Efficiently coordinated the assignment and distribution of art and photo specifications, facilitating content creation and supporting research initiatives with precision.
- Conducted thorough spot checks on incoming art deliveries, meticulously ensuring adherence to style guidelines and the completeness of assets to uphold quality standards.
- Diligently monitored and verified the accuracy of data entries within asset tracking systems, maintaining pristine records for efficient project tracking and management.
- Assessed and ensured the quality of art and photography within K4 page layouts, guaranteeing their readiness for publication and adherence to editorial standards.
- Served as a central liaison for collating and conveying feedback, bridging communication gaps between internal teams and the SPI art department to facilitate smooth workflows.
- Successfully sourced high-resolution imagery essential for developing engaging professional development video content, demonstrating adeptness in resource acquisition and utilization.

### ● Graphic Designer | February 2021 to January 2022

BCD Meetings and Events

Conducted thorough consultations with Fortune 500 clients to align design projects with their brand and event objectives, ensuring exceptional results that resonated with their target audience.

- Played a pivotal role in the branding success of major clients such as Johnson & Johnson, Luxottica, Goodyear Tire & Rubber, Truist Bank, UnitedWay, and the United States Air Force, contributing to their memorable brand experiences and market leadership.
- Orchestrated the entire lifecycle of design projects, meticulously managing timelines to deliver high-quality work on time and within budget constraints.
- Spearheaded the creation of groundbreaking branding and promotional materials, fostering a cohesive brand presence across diverse platforms and elevating the visual identity of Fortune 500 companies.
- Cultivated strong, enduring relationships with clients by consistently exceeding expectations and project objectives, resulting in trust and repeat business opportunities.
- Collaborated closely with cross-disciplinary teams to develop integrated branding and event marketing strategies, leveraging collective expertise to achieve impactful results.
- Demonstrated proficiency in advanced design software, consistently delivering high-quality graphics that set new industry standards and showcased innovative design solutions.

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## PROFESSIONAL EXPERIENCE (CONTINUED)

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### ● **Graphic Designer | February 2021 to January 2022**

Dream Town Realty

Crafted compelling billboard and panel designs strategically placed to amplify Dreamtown Realty's visibility, enhancing brand recognition and attracting potential clients.

- Produced a range of captivating marketing assets, including brochures, posters, postcards, and flyers, designed to resonate with target audiences and drive sales growth.
- Spearheaded impactful email marketing campaigns and managed digital content to bolster Dreamtown Realty's online engagement and communication, fostering stronger connections with clients.
- Played a key role in evolving Dreamtown Realty's brand materials, ensuring consistency and visual appeal across various mediums, enhancing brand perception and market presence.
- Engaged in close collaboration with the lead creative and team members, aligning design strategies with business objectives to achieve exceptional results and propel the company forward.
- Demonstrated self-motivation and a passion for innovation, leading to the creation of unique design solutions that contributed significantly to Dreamtown Realty's development and competitive edge in the market.

### ● **Creative Director & Lead Graphic Designer | January 2019 to December 2020**

TradeCraft Outfitters

Facilitated the development of a cohesive strategic communications plan, ensuring brand consistency across all platforms and mediums, enhancing Tradecraft Outfitters' market presence.

- Pioneered new visual designs, such as catalogs, flyers, and digital animations, to reposition Tradecraft Outfitters in the market. Embraced the brand's core values and audience needs, initiating strategic and creative efforts that significantly elevated its image and narrative.
- Directed the creation of immersive event exhibits, showcasing Tradecraft Outfitters' distinctiveness and enhancing brand visibility. These engaging booths captivated audiences, reinforcing the brand's identity.
- Managed rebranding initiatives for key corporate clients, crafting new identities and marketing assets aligned with their strategic objectives, further solidifying Tradecraft Outfitters' market position.
- Partnered with multidisciplinary teams to integrate creative ideas with overarching marketing strategies, ensuring a unified brand message and maximizing impact.
- Demonstrated proficiency in leading cross-departmental projects, meeting tight deadlines, and enhancing the brand's agility and responsiveness in the market.
- Established significant collaborations with renowned brands like Art of Tea, Atomic Coffee Roasters, and Caffè Umbria, tailoring strategies to showcase each brand's unique qualities through design and strategic focus, expanding Tradecraft Outfitters' reach and influence.competitive edge in the market.

## PROFESSIONAL EXPERIENCE (CONTINUED)

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### ● Art Director & Lead Graphic Designer | January 2012 to December 2018

Lillstreet Art Center

Collaborated with the marketing team to develop and execute a comprehensive strategic communications plan, expanding Lillstreet Art Center's outreach and engaging a wider audience through strategic marketing and promotional activities.

- Led a transformative rebranding campaign, revitalizing the center's visual identity. Redesigned the logo, revamped the website for enhanced user experience, and refreshed digital newsletter graphics and catalogs, aligning with contemporary design trends while preserving the center's artistic essence.
- Championed a design philosophy focused on minimalism and clarity, driving the creation of captivating promotional materials. From sleek catalogs to informative signage and targeted advertisements, each piece aimed to inform and inspire diverse departments and their audiences.
- Extended design expertise to associated organizations, leading rebranding initiatives. Collaborated deeply to understand unique identities and goals, resulting in the development of new brand identities, logos, and comprehensive marketing materials tailored to target demographics.
- Ensured seamless coordination with various organizational teams through proactive communication and robust project management strategies. Projects consistently met deadlines and exceeded quality expectations, fostering a culture of excellence and innovation.
- Recognized for impactful contributions and dedication, promoted from part-time designer to full-time Art Director within two years. Acknowledgment of positive influence on branding strategy and commitment to fostering an environment of artistic excellence and innovation. and Caffè Umbria, tailoring strategies to showcase each brand's unique qualities through design and strategic focus, expanding Tradecraft Outfitters' reach and influence. competitive edge in the market.

### ● Marketing Director & Lead Graphic Designer | January 2009 to December 2011

Caffè Baci & Caffè Röm

Orchestrated the development and implementation of a comprehensive marketing strategy, amplifying brand presence across five unique locations. Prioritized catering, breakfast offerings, and seasonal promotions to enhance brand visibility and foster customer engagement.

- Conceptualized and crafted a diverse array of promotional materials, including captivating in-store advertisements, bespoke event menus, and targeted direct mail campaigns. Ensured a consistent and compelling brand image across all consumer touchpoints, enriching the customer experience.
- Directed the design and timely refresh of digital communications, such as newsletters, leveraging cutting-edge design trends to captivate and engage the brand's audience. Seamlessly integrated attractive visuals with compelling content to drive meaningful customer interactions and loyalty.
- Spearheaded the creation of dynamic video content for in-store displays, resulting in significant boosts in seasonal sales. These visually compelling narratives not only captured the attention of customers but also reinforced the brand's commitment to quality and innovation, solidifying its market presence.