

CONTACT

Grand Canyon, AZ

773.817.3999

andyrohrdotcom@gmail.com

Portfolio: andyrohr.com

CORE COMPETENCIES

- 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

- 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

Andy Rohr is a dynamic and versatile graphic designer known for creating eye-catching, minimalist, and playful visuals across print, digital, and environmental platforms. With a unique blend of independence and team collaboration, he excels at merging various visions into cohesive and impactful designs. Andy demonstrates proficiency in project management, guiding initiatives from inception to completion while leveraging digital design tools to ensure efficient time and resource management. He is an exceptional communicator, skilled at liaising with teams, clients, and partners to ensure aligned project visions and clarity. Committed to staying abreast of new technology, Andy is recognized for his creative problem-solving and driving team unity towards consistent brand messaging and enhanced project quality.

PROFESSIONAL EXPERIENCE

• Strive Premier Marketing, Inc. | Learning Experience Designer (LXD) | 2022 to 2024

Curated and managed visual assets throughout their lifecycle, ensuring alignment with organizational standards and strategic objectives. Coordinated the assignment and distribution of art and photo specifications, conducted spot checks on incoming art deliveries, and monitored data entries within asset tracking systems. Assessed the quality of art and photography within K4 page layouts, served as a central liaison for feedback, and sourced high-resolution imagery for professional development video content.

• BCD Meetings and Events | Graphic Designer | 2021 to 2022

Conducted consultations with Fortune 500 clients to align design projects with their brand and event objectives. He contributed to the branding success of major clients like Johnson & Johnson and Goodyear Tire & Rubber, managing the lifecycle of design projects, creating groundbreaking branding materials, and fostering client relationships. Andy collaborated with cross-disciplinary teams to develop integrated branding strategies and demonstrated proficiency in advanced design software.

• Dream Town Realty | Graphic Designer | 2021 to 2022

Crafted compelling billboard and panel designs to amplify Dream Town Realty's visibility. Produced marketing assets such as brochures and flyers, spearheaded email marketing campaigns, and managed digital content. Played a key role in evolving the brand materials, collaborated closely with team members, and created unique design solutions contributing to Dream Town Realty's market presence.

• TradeCraft Outfitters | Creative Director & Lead Graphic Designer | 2019 to 2020

Developed a cohesive strategic communications plan for TradeCraft Outfitters, enhancing market presence. Pioneered new visual designs, directed the creation of immersive event exhibits, managed rebranding initiatives, and integrated creative ideas with marketing strategies. Led cross-departmental projects and established significant collaborations with brands like Art of Tea and Atomic Coffee Roasters.

• Lillstreet Art Center | Art Director & Lead Graphic Designer | 2012 to 2018

Collaborated with the marketing team to develop a strategic communications plan, expanding Lillstreet Art Center's outreach. He led a transformative rebranding campaign, championed a minimalist design philosophy, and extended design expertise to associated organizations. Andy ensured seamless coordination through proactive communication and project management, leading to his promotion from part-time designer to full-time Art Director within two years.

• Caffè Baci & Caffè Rôm | Marketing Director & Lead Graphic Designer | 2009 to 2011

Developed and implemented a comprehensive marketing strategy for Caffè Baci & Caffè Rôm, enhancing brand presence across five locations. Crafted promotional materials, directed digital communications, and created dynamic video content for in-store displays, significantly boosting seasonal sales. Reinforced the brand's commitment to quality and innovation, solidifying its market presence.