

## EDUCATION

Arizona State University  
BSc Industrial Design, cum laude

## SKILLS

### PROFICIENT

Creative/Art Direction  
Web Design  
WordPress/HTML/CSS/PHP/JS  
Branding/Logos/Identity  
Print Collateral/Direct Mail  
Print Ads  
Prepress  
Environmental Design  
ADA/Wayfinding Design  
Presentation Graphics  
Illustration

### INTERMEDIATE

Email Marketing  
Motion Graphics  
Copywriting & Taglines  
Photography  
Video  
SEO, SEM (Google Ads)

## SOFTWARE

### PROFICIENT

Adobe CC Photoshop/Illustrator/  
InDesign/Dreamweaver/Acrobat  
Word, PowerPoint/Keynote  
MacOS/iOS/Windows 10

### INTERMEDIATE

Adobe CC Premiere/After Effects/  
Animate/XD  
Final Cut Pro  
Sketch  
InVision  
Excel

## PERSONAL

### INTERESTS

Makerspace, Technology, Mixed  
Media & Digital Art, Photography,  
Outdoors (Run, Bike, Hike)


### VOLUNTEERING

Webmaster, The Dallas Architecture  
Forum & North Dallas Shared  
Ministries + Class Dad, Castle Hills  
Elementary + Shop Secretary, Plano  
Makerspace + Contributing Artist,  
Art Conspiracy & Kettle Art

## SOCIAL

 @billrogersart

 linkedin.com/in/pixelthinker

 pixelthinker.net

## PROFILE

**Analytical. Strategic. Critical thinking. Tech-savvy. Agile. Adaptable. Resourceful. Problem-solver.**  
A multidisciplinary creative who makes ideas tangible. Broad, hands-on experience executing virtually every digital and traditional marketing communications discipline. A collaborative spirit with an entrepreneurial perspective.

## OBJECTIVE

A position on a marketing team where I can leverage and extend my broad consultative experience or focus on a specific area to gain a high level of proficiency.

## EXPERIENCE

2001 – Current

### **Creative Director Bill Rogers DBA Pixelthink Creative, Plano**

Make napkin sketches reality for healthcare, technology, hospitality, fashion, interior design, architectural, institutional, real estate, and nonprofit clients.

- + Engage in every aspect of digital, print, and environmental graphic workflows including project management, budgeting, vendor coordination, conceptualization, design, prepress, execution.
- + Create logos, identity systems, brand standards, print collateral, direct mail, brochures, print ads.
- + Create digital content including photography, graphics, presentations, motion graphics.
- + Design, develop, and maintain mobile responsive websites using WordPress, HTML/CSS/PHP/JS.
- + Design, develop, and execute static and animated email marketing campaigns.
- + Design, execute, and install environmental graphics and wayfinding sign systems.

**Achievement:** 19 years operating a successful freelance design consultancy, expanding into responsive CMS websites, environmental graphics, and ADA compliant wayfinding signage.

**Achievement:** Regularly execute multiple concurrent on-time, on-budget projects.

**Achievement:** Establish longstanding client, vendor, collaborator relationships.

1997 – 2001

### **Art Director & Marketing Manager William Reid LLC, Dallas & New York**

Directed virtually all marketing communications from the company's inception to establish and build a startup luxury fashion brand with the eponymous owner/creative director.

- + Project managed, art directed, and created website, photoshoots, identity, press kit, lookbooks, print advertising, direct mail (e.g., Saks Fifth Avenue, Stanley Korshak).
- + Collaborated with brand, web, and marketing consultants to define the brand, increase sales, create and implement marketing strategies as part of leadership team.
- + Consulted for Reid's ancillary clients PGA Tour Apparel, JCPenney.

**Achievement:** Immediately and dramatically advanced my responsibilities and skill set to become the de facto advertising agency for a start-up luxury brand.

**Achievement:** Art directed and created handmade, leather bound, illustrated folios given to luxury menswear retailers resulting in publicity, trade show buzz, and sales volume that far exceeded expectations, helping to launch and establish the brand in its first season.

**Achievement:** Oversaw and art directed \$4M budget print ad campaign including media buy for U.S. and international fashion magazines W, Elle, InStyle, Bazaar, Vogue Italia, etc.

1994 – 1996

### **Marketing Coordinator & Graphic Designer Davis Partnership Architects, Denver**

Wrote proposals for RFPs, researched bid opportunities, created marketing collateral and presentations. Direct report to partners and associates at top 5 Denver architecture firm by sales.

**Achievement:** Offered a unique skill set formerly unavailable at the firm, expanding utility, ultimately growing the position into a two-person job – graphic designer and marketing coordinator.