

## Bill Rogers

LinkedIn: [linkedin.com/in/pixelthinker](https://www.linkedin.com/in/pixelthinker)

Portfolio: [billrogers.net](http://billrogers.net)

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**Creative. Analytical. Tech-savvy. Agile. Resourceful. Problem-solver. Hero.** A multidisciplinary creative with over 20-years' experience generating ideas and making them tangible. Broad, hands-on know-how executing virtually every digital and traditional design discipline. A collaborative spirit with an entrepreneurial, consultative perspective.

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## Professional Experience

### Senior Graphic Designer

AmerisourceBergen, Carrollton, TX  
06/2020 – 04/2023

- + Brand design and art direction for a Fortune 8 healthcare corporation's Health Systems division.
- + Designed digital and print collateral for B2B customer acquisition, onboarding and education in collaboration with business leaders, sales, marketing, copywriters, and external agencies.
- + Contributed to enterprise-wide rebranding in collaboration with a multinational brand consultancy. Lead or participated in brand work streams of iconography and brand compliance.
- + Art directed, produced, and edited videos and motion graphics to market products to physician practices and hospital systems.
- + Became the only creative team member with Marketing Cloud access. Designed B2B email marketing campaigns and created internally distributed emails inclusive of design, copywriting/copy editing, and HTML/CSS.

### Freelance Graphic Designer

Pixelthink Creative, Plano, TX  
7/2001 – 5/2020

- + Made napkin sketches reality for healthcare, technology, hospitality, fashion, interior design, architecture, real estate (commercial and residential), and institutional clients for over 19 years.
- + Project managed every aspect of digital, print, and fabrication workflows including budgeting, vendor coordination, design, prepress, and production to deliver on-time, on-budget projects.
- + Created logos, identity systems, brand standards, illustrations, print collateral, direct mail, brochures, catalogs, print ads, fabricated environmental signage and design installations, and wayfinding signage.
- + Created digital content including photography, graphics, email marketing, presentations, video, and motion graphics.
- + Designed, developed, and maintained responsive websites using WordPress, Ceros, and HTML/CSS using UX/UI best practices for design and accessibility.

### Art Director & Marketing Manager

William Reid, LLC (aka Billy Reid, LLC)  
Dallas & New York  
04/1997 – 06/2001

- + 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.
- + Immediately and dramatically advanced my responsibilities to become the in-house advertising agency for the brand and other brands for whom we consulted, including PGA Tour Apparel.
- + Project managed, art directed, and created website, photoshoots, identity system, press kit, lookbooks, and print advertising.
- + Created direct mail collateral for retail partners (e.g., Saks Fifth Avenue, Stanley Korshak).
- + Created collateral that garnered extensive accolades and organic PR leading to exemplary sells and press.
- + 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.

## Education

Bachelor of Science, Industrial Design, cum laude  
Arizona State University  
Tempe, AZ

## Proficient Skills

Art direction  
Adobe CC (Photoshop, Lightroom, Illustrator, InDesign)  
MS Office (Word, PowerPoint, Outlook, Excel, Teams)  
Web development (HTML/CSS, WordPress, Ceros, Shopify, Figma)  
Branding, logos, identity  
Print collateral, direct mail, print ads, prepress  
Environmental graphics, ADA/wayfinding signage  
Retail signage/large format window perf  
Presentations, infographics  
Illustration  
Photography  
Photo editing and manipulation  
Pattern development  
Mac and Windows PC

## Intermediate Skills

Copywriting, copy editing, naming, taglines  
Email marketing (Marketing Cloud, Exact Target, Constant Contact)  
Video production  
Motion graphics  
Google Analytics  
Google Ads/display advertising  
Smartsheet

## Volunteering

The Dallas Architecture Forum and North Dallas Shared Ministries Webmaster/Web consulting  
Art Conspiracy and Kettle Art contributing artist  
Neighborhood homeowners group volunteer