

BRIAN RODENBERG

GRAPHIC DESIGNER

PROFILE

Multi-talented graphic designer with 10 years of extensive experience in print, digital and production design. Excellent visual problem solving in development and execution of creative projects. Well organized, detail oriented and keeps up with current design trends. Highly proficient with Adobe Creative Suite and has a working knowledge of HTML5 and CSS3. Skilled at designing campaigns that align with brand guidelines and marketing strategies.

EXPERIENCE

GRAPHIC DESIGNER | COLLIERS INTERNATIONAL

Las Vegas, NV | July 2021 — Present

- Develop custom and established branded collateral to promote commercial real estate and land properties
- Design creative branding to use for print and online campaigns such as pitch decks, offering memorandum, broker opinion of value, flyers, brochures, eblasts, and social media graphics
- Edit and manipulate photos to be used in marketing campaigns

PRODUCTION DESIGNER | CELLA

Remote | Jan 2021 — June 2021

- Executed rebranding for Cardinal Health and redesigned packaging using established creative, data sheets and brand guidelines
- Prepared accurate, production-ready files to brand guidelines and specification for product labels and packaging
- Ensured all delivery dates were met, artwork was thoroughly proofread and revisions were handled timely and efficiently

GRAPHIC DESIGNER | DIAMOND RESORTS

Las Vegas, NV | Jul 2018 — Aug 2020

- Created an extensive variety of print and digital projects (posters, brochures, sales booths, displays, digital ads, emails, etc.) in an agency-style environment, within tight deadlines
- Collaborated with creative and marketing teams to meet clients needs and deliver projects on scope and on-brand
- Conceptualized, designed and prepared projects for production
- Team development of solutions improving the creative project processes

PRODUCTION ARTIST / GRAPHIC DESIGNER | HEALTHGRADES

Madison, WI | Sept 2012 — Jan 2018

- Designed effective multi-channel marketing campaigns (direct mail, animated HTML web ads, emails, billboards, logos and more)
- Worked closely with writers, art directors and strategic marketing teams designing successful advertising campaigns
- Increased clients ROI with innovative and engaging campaigns
- Mentored junior designers to help develop their skills
- Updated project revisions and finalized files for production

CONTACT

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SKILLS

Graphic Design / illustration

Print & digital production

Logo design / branding

Email design and email marketing automation tools

Digital marketing campaigns

HTML5 / CSS3

UX / UI

Presentations / mock-ups

Concept development

Visual problem solving

Package design

Advertising

PROFICIENT SOFTWARE

ADOBE CREATIVE SUITE:

InDesign, Illustrator, Photoshop, XD

MICROSOFT OFFICE:

Word, Excel, PowerPoint, Visual Studio Code

GOOGLE SUITE:

Docs, Sheets, Drive

EDUCATION

ASSOCIATE OF APPLIED ART GRAPHIC DESIGN

Madison Area
Technical College | 2012

UX/UI DESIGN ESSENTIALS CERTIFICATE

Udemy | 2020