

# JADEN ROGERS

215.908.5973



Jadenremyrogers@gmail.com



Pennsauken, NJ



www.JadenRemy.com



## EDUCATION

MCAD

Philadelphia, Pennsylvania

May 2006

Bachelors of Fine Arts

Major: Graphic Design

Minor: Photography

## SOFTWARE SKILLS

Illustrator

Photoshop

InDesign

QuarkXPress

HTML

Windows & Mac Platform

Wordpress

Social Media

## WORK EXPERIENCE

LynchPin Creative Marketing [philadelphia, pa]

Graphic Designer March 2012 - Current

- Leading design direction for new business development properties, presence across print, web, mobile, and social media platforms.
- Creative lead in research, vision, and design for implementation. Branding and identity design, web design and user experience, digital illustration, and print design for clients nationwide.
- Creative direction and implementation of promotional materials, email campaigns, direct marketing campaigns, and web campaigns.

CAA [philadelphia, pa]

Graphic Designer January 2011 - April 2012

- Responsible for developing and executing the overall CAA brand, print campaigns, branding, marketing materials, trade show designs and the visual standard of the CAA brand, while creating a corporate style guide to ensure coherent visual standard for CAA.

Bank of America [wilmington, de]

Graphic Designer May 2010 - December 2011

- Worked with the in-house advertising agency Corporate Investment and Banking global branding team to rebrand Bank of America.
- Produced financial based advertising, marketing materials, direct mail, brochures, HTML emails, web banners, micro sites, and email blasts.

McGraw-Hill Publications [new york, ny]

Graphic Designer September 2008 - April 2010

- Responsibilities included the design and production of book layouts, print ads, magazine ads & layouts for ENR Magazine, Architectural Record, & Green Source publications.

Camel Cigarettes [new york, ny]

Graphic Designer August 2007 - August 2008

- Worked closely with a dynamic group of Designers & Copywriters on Camel cigarette re-branding campaign.
- Provided artistic and graphic leadership for the development of all advertising and marketing concepts for Camel products.

Royal Intercontinental [new york, ny]

Graphic Designer November 2006 - July 2007

- Produced marketing communication materials including advertisements, coupons, catalogs, brochures, direct mailers, posters, product packaging and trade show displays.

Philadelphia Museum of Art [philadelphia, pa]

Graphic Design Intern January 2006 - July 2006

- Worked closely with senior designer and editorial staff in order to develop new brochures, posters, and other promotional materials for museum exhibitions.

## FREELANCE CLIENT SPOTLIGHT

2006 - Current

LITM

Created new brand identity and web presence for Jersey City based restaurant and art gallery.

Jersey City Independent

Designed magazine covers and layouts for quarterly 48 plus page magazine on local art, food, and entertainment

NASA

Commissioned to illustrate Enterprise space shuttle flight on top of airplane to Intrepid Sea, Air & Space Museum.

Cityspace

New brand identity, print and web collateral for real estate firm.

Piecemeal

Package and brand design for new organic granola bars.

MBAC

132 Page report, executive summary, and meeting graphics for breast cancer research.