

Rosy Spencer

GRAPHIC DESIGNER

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rosyspencer.com



SKILLS & ABILITIES

Graphic Design

Visual & Brand Design
Print/Digital Campaigns
Book & Layout Design
Iconography
UX/UI Design
Motion Graphics
Video Editing

Interpersonal

Team Player
Critical Thinker
Curious & Empathetic
Strong Communicator
Flexible & Adaptable
Highly Organized

Languages

English & Spanish

Tools

Photoshop	Adobe XD
Illustrator	HTML/CSS
InDesign	Figma
After Effects	Cinema 4D
Premier Pro	WordPress

PROFILE

Versatile and resourceful graphic designer with strengths in branding, visual design, print and digital marketing campaigns. Team player skilled in collaborating with stakeholders to develop and grow their brands.

EXPERIENCE

Graphic Design Intern

 Young and Hungry Creative (2021)

Collaborated with illustrators to design a series of marketing/promotional deliverables for a local non-profit organization. Created an interactive infographic to be displayed on tablets at an outdoor event.

Design/Marketing Specialist

 Woodland Aviation (2011-2021)

Created informational booklets, designed graphics for apparel for marketing campaigns and trade shows, and produced brochures, posters and other supporting collateral. Managed, updated, and designed the company website. Developed direct marketing campaigns.

Production Artist

 Flippen Group (2011)

Marketing Specialist

 Buzz Oates Group of Companies (2010-2011)

Webmaster

 Davis Joint USD (2004-2010)

RECENT PROJECTS

Graphic Design & Branding

UC Davis Picnic Day Rebranding Concept

Created a more cohesive and lively branding system by adjusting the color palette and typography to better represent and connect with a more youthful audience. Developed mood boards featuring the UCD iconic places, spring items, and picnic images.

Developed a variety of logos and selected the final version, created posters, advertisements, tickets, apparel, and a website using Photoshop and Wix.

UX/UI Design

Zoomate Mobile App Tour Guide for Zoo Visitors

Conducted market research to identify the current zoo experience for users. Interviewed users, defined personas, developed affinity maps and research themes. Created the user journey to determine specific needs.

Developed wireframes using XD, mood boards, selected typefaces and color palettes. Designed icons, shapes, images, final prototype and presentation video.

Brand Design

JetBlue Rebranding Concept

Created branding that uses a simple, friendly and modern aesthetic to keep in line with corporate values.

Designed brand guidelines, logo variations, visuals and mockups of various marketing collateral using Adobe software.

EDUCATION

BA Graphic Design

 Academy of Art University

BS Marketing & International Business

 California State University