

## // PROFILE & OBJECTIVE

Resourceful and creative Designer seeking to be part of an equally passionate team of like-minded, innovative individuals. With a diverse background of logo, print, web, typography and multimedia design, an expertise of the most favored design-related software and Project Management experience, my immediate goal is to obtain full-time employment as a Graphic, Digital, Visual, UX/UI or Interactive Designer.

# ADAM ROYER

## // GRAPHIC & DIGITAL DESIGNER

### // WORK EXPERIENCE

April 2021– Current

Ironman 4x4 America // Sherwood, OR

#### Visual Merchandiser & Graphic Designer

Began the roll as an Inside Sales Specialist where I communicated with customers and businesses daily using phone, email and online chat. Understanding the consumers' wants and needs, and suggesting product and strategies accordingly was essential. I quickly began, and continue to support the Marketing team with graphic design reinforcement. This includes designing social media campaigns, print materials, showroom displays, window graphics as well as on-location and studio product photography. As Visual Merchandiser, I am responsible for designing the interior and exterior of the showroom (additional showrooms in process). Global corporate identity, budget, market trends, supply chain resources and local laws and restrictions all come into the decision making process.

March 2019 – April 2021

Custom Graphic Services // Salem/Portland, OR

#### Signage and Vinyl Graphics Lead Installer

Installed small- to large-scale professionally-produced signage and graphics for top companies such as Nike, Columbia Sportswear, Danner, Adidas, Leatherman, University of Oregon, Goodwill, PGE, Levi's, Portland Timbers, Amazon, Oregon State Police, New Seasons, and more. Applications consisted of new construction, office space, full wall and window coverings, vehicle wraps, storefront window displays, and much more. Aerial and Scissor Lift Operation certified.

October 2006 – November 2018

liveBooks (TheKnot/WeddingWire) // Chevy Chase, MD (remote)

#### Web and Graphic Designer + Project Manager

Operated as Sr. Designer while simultaneously managing multiple small- to large-sized internal and client-facing projects. Personally worked with thousands of individual clients of various types (photographers, architects, interior designers, etc.) to discuss, strategize and execute custom designs and enhancements for their responsive websites. Managed projects included corporate website launch/updates/upkeep, monthly newsletter bulletins, promotions and other email communication designs. In a fast-paced, quick-turnaround environment, it was essential to be clear, concise and organized, all while delivering dynamic, high quality work in a timely manner. Joined forces with the Development team to brainstorm, plan, create assets and occasionally assist with implementing upgrades to the software platform. Managed another Designer due to the high demand of design-related work.

### // EDUCATION

1995 – 1997

Al Collins Graphic Design School // Tempe, AZ

Graduated with **Associate of Arts Degree in Visual Communications**

### // VOLUNTEER SERVICES

2016 – Current

Pacific Northwest Search & Rescue

**Ground Searcher, Medical First Aid (CPR + AED Certified)**

2019 – Current

Veteran Overland

**Leadership Team (Photographer + Graphic Designer)**

### // CONTACT

✉ adam@adamroyer.com

🌐 www.adamroyer.com

☎ (760) 809-4556

📍 Portland, OR, USA

### // RELEVANT SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere

Adobe After Effects

Adobe XD

Adobe Lightroom

HTML5/CSS3

G Suite

Keynote

MacOS

Windows

### // REFERENCES

Available upon request.