

ADAM ROYER

GRAPHIC + DIGITAL DESIGNER

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📍 Portland, OR, USA

CREATIVE SNAPSHOT

Creative and detail-savvy Graphic Designer with a knack for making brands look their best across digital, web, social media, UX/UI, print, and branding. Whether it's designing polished typography or crafting pixel-perfect visuals, I bring expertise, humor, and creativity to every project. Proficient in top-tier design software and project management tools, I love collaborating with like-minded teams to transform ideas into dynamic designs that stand out and stick. Let's make something awesome together!

DESIGN EXPERIENCE

GERBER | *Senior Graphic Designer*

Portland, OR | June 2022 - Current

- Conceptualize and design creative assets for social media campaigns, ensuring alignment with brand identity and target audience engagement.
- Develop visually compelling email marketing campaigns for product launches, sales, and promotions, driving customer acquisition and retention.
- Execute website graphic updates, optimizing user experience and maintaining brand consistency across digital platforms.
- Create impactful retail store signage and displays, enhancing in-store customer experiences and supporting sales objectives.
- Contribute to brand development playbook and initiatives, designing layouts, typography standards, and cohesive visual guidelines.
- Design and develop packaging for new and existing products.
- Collaborate on photoshoot planning and direction to capture high-quality content for marketing and branding purposes.
- Partner with cross-functional teams, including marketing, sales and product development, to ensure seamless execution of campaigns and projects.

IRONMAN 4X4 AMERICA | *Graphic Designer & Visual Merchandiser*

Sherwood, OR | April 2021 - June 2022

- Designed social media campaigns and print materials to effectively promote brand identity and engage target audiences.
- Created showroom displays and window graphics that elevated visual appeal and drove customer engagement.
- Produced lifestyle and studio product photography on-location, capturing high-quality visuals for marketing and promotional use.
- Conceptualized and implemented interior and exterior designs for current and future showrooms, ensuring alignment with global corporate identity.
- Integrated budget considerations, market trends, supply chain resources, and local laws into the decision-making and design process.
- Collaborated with cross-functional teams to ensure cohesive branding across physical and digital spaces.

LIVEBOOKS [THE KNOT / WEDDINGWIRE] | *Web & Graphic Designer*

Chevy Chase, MD [remote] | October 2006 - November 2018

- Served as Senior Designer, managing multiple internal and client-facing projects ranging from small-scale updates to large-scale website overhauls.
- Partnered with thousands of clients, including photographers, architects, and interior designers, to strategize and execute custom responsive website designs and enhancements.
- Directed projects such as corporate website launches, updates, and maintenance, as well as monthly newsletters, promotions, and email communication designs.
- Delivered high-quality, dynamic work in a fast-paced, quick-turnaround environment, ensuring clarity, organization, and attention to detail.
- Collaborated with the Development team to brainstorm, plan, and create assets for software platform upgrades, occasionally assisting with implementation.
- Managed a second designer to meet high demand for design-related work, maintaining workflow efficiency and quality standards.

DESIGN ARSENAL

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere

Adobe After Effects

Adobe XD

Adobe Lightroom

HTML5/CSS3

G Suite

Keynote

MacOS

Windows

GIVING BACK

VETERAN OVERLAND FOUNDATION

Leadership Team

2019 - Current

Head of Brand, Design & Photography

PACIFIC NORTHWEST SEARCH & RESCUE

Ground Searcher, Medical First Aid

2016 - 2023

CPR + AED Certified

DESIGN EDUCATION

AL COLLINS GRAPHIC DESIGN SCHOOL

Tempe, AZ

1995 - 1997

Associate of Arts Degree in Visual Communications

WHO TO ASK

JEFF MCPIKE

VP/GM of Korea

Columbia Sportswear

TODD BISCHOFF

VP of Creative

ROKA Eyewear