ADAM ROYER
GRAPHIC & DIGITAL DESIGNER

// PROFILE & OBJECTIVE
Creative and detail-oriented Graphic Designer with expertise across digital, web, social media, UX/UI, print, branding, and typography design. Proficient in the leading industry design software and project management tools, with a proven ability to deliver compelling visuals and user-centered designs. Seeking to join a collaborative and dynamic team to create impactful designs that drive engagement and elevate brand identity.

// WORK EXPERIENCE
Gerber [Portland, OR] — June 2022 - Current
Sr. Graphic Designer
- 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 [Sherwood, OR] — April 2021 - June 2022
Graphic Designer & Visual Merchandiser
- 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 (TheKnot/WeddingWire) [Chevy Chase, MD (remote)] — October 2006 - November 2018
Web and Graphic Designer + Project Manager
- 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.

// EDUCATION
Al Collins Graphic Design School [Tempe, AZ] — 1995 - 1997
Graduated with **Associate of Arts Degree in Visual Communications**

// VOLUNTEER SERVICES
Veteran Overland Foundation — 2019 - Current
Leadership Team (Head of Brand, Design & Photography)

Pacific Northwest Search & Rescue — 2016 - 2023
Ground Searcher, Medical First Aid (CPR + AED Certified)

// CONTACT
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// 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.