

ROGNERJE@GMAIL.COM
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JESS-ROGNER-IS.ONLINE

HEY. HI. HELLO.

COMMUNICATION DESIGNER
DETROIT, MI

Jess A. Rogner

DESIGN APPROACH

I am a **communication designer** preoccupied with asking questions, because messages should be honest, transparent and above all accurate in their representations. I am engaged in constructing communication channels that uphold dignity and enhance social connections.

I am a **graphic designer** passionate about unhindered creative exploration. My design approach takes into consideration overlapping possibilities of technology, experiences, and ephemera to seek uncommon outcomes.

EDUCATION

College for Creative Studies 📍 Detroit, MI
BFA Communication Design

Michigan State University 📍 East Lansing, MI
BS Human Biology, BA Studio Art

TECHNICAL SKILLS

Adobe InDesign, Illustrator, Photoshop, XD, After Effects, Lightroom, Premier Pro, HTML & CSS, Front End Web Design & Development, Mailchimp, WordPress, Shopify, Procreate, Rapid Prototyping, Letterpress Printing, Light Woodworking, Risograph Printing, Laser Cutting

SOFT SKILLS

Concept Statement & Brief Building, Design Research & Methods, Project Management, Presentation Design, Public Speaking, Meeting Facilitation, Collaboration, Leadership, Mediation, Upholding Inclusive Practices

INTERESTS

Reading SciFi, Solo Thrift Shopping, Balcony Farming, Bike Riding, Cooking (and Eating) with Abandon, Organizing Junk Drawers, Hanging with Cats, Fixing Things, Seeing Live Music.

EMPLOYMENT HISTORY

07/2019 Present **Freelance Brand Designer**
Self-Employed 📍 Detroit, MI

Assess client needs, define project goals and objectives, and confirm expected outcomes and deliverables. 📌 Coordinate timelines and responsibilities. 📌 Conduct inquiry-driven design research, utilizing primary and secondary research methods and engaging stakeholders throughout the process. 📌 Perform competitive brand analyses. 📌 Articulate potential concepts derived from the research process. 📌 Explore and play with visual ideas related to viable concepts through typography, language, image treatment, grid function, and color. 📌 Finalize identity systems through testing and prototyping across various communication channels. 📌 Define brand guidelines for client understanding and use. 📌 Execute project deliverables including front end web design and development.

01/2022 Present **Communication Design Adjunct Instructor**
College for Creative Studies 📍 Detroit, MI

Guide senior-level students in the articulation of their undergraduate design theses. 📌 Ensure students are meeting project milestones specific to their individual design briefs. 📌 Engage students in critical discourse and initiate respectful dialogue about the impact and significance of their work within a larger context. 📌 Provide students with the supplies and resources required to be successful.

07/2018 Present **Brand Designer**
Sun & Snow Sports 📍 Plymouth, MI

Design and copy write engaging, campaign-driven digital promotions through email marketing and social media. 📌 Maintain branded website content. 📌 Produce visually dynamic interior and exterior retail and event signage. 📌 Conceptualize and illustrate art for branded apparel and other products.

06/2019 06/2023 **Graphic Designer**
Sleeping Bear Press 📍 Ann Arbor, MI

Developed branded marketing materials, including environmental signage, catalogs, print/digital ads, website layouts, and targeted email campaigns. 📌 Conceptualized and designed children's book series including cover and interior layouts. 📌 Art directed illustrators and contract designers. 📌 Managed, customized, and launched ecommerce sites for targeted audiences. 📌 Assisted Creative Director with product and lifestyle photo shoots.

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WORKSHOPS & CONFERENCES

Typographics Conference 2021

Hosted by César Puertas
Typographics ✨ New York, NY
Virtual ✨ June 2021

Detroit Technology Workshop

School for Poetic Computation (SFPC)
Various Instructors ✨ New York, NY
Talking Dolls, Detroit, MI ✨ August 2019

Archiving Workshop

Lizzie Malcolm & Dan Powers
Rectangle ✨ Glasgow, SCT
CCS, Detroit, MI ✨ March 2019

DeProgram Study Abroad

Bob Van Dijk & Rob van den Nieuwenhuizen
Gallery West, Den Haag, NL ✨ June 2018

Type Workshop

Akiem Helmling
Underware ✨ Den Haag, NL
CCS, Detroit, MI ✨ Sept. 2017

Environmental Type Workshop

Makram el Kadi
Left Architecture ✨ New York, USA
CCS, Detroit, MI ✨ Sept. 2016

ADDITIONAL LEADERSHIP EXPERIENCE

08/2013
11/2014

Education Technician

Rocky Mountain National Park ✨ Estes Park, CO

Taught environmental education programs. ✨ Wrote and edited K-12 science-based curricula, correlating to state and national standards. ✨ Assisted in maintaining a program calendars & evaluations. ✨ Directed and coordinated volunteer educators. ✨ Designed visual aids and curriculum specific teaching materials.

12/2013
05/2014

STEM Youth Development Specialist

Boys & Girls Club of Metro Denver ✨ Denver, CO

Supported science-based learning for students enrolled in grades 5 through 8. ✨ Promoted healthy habits and intellectual and emotional growth.

REFERENCES AVAILABLE UPON REQUEST.