

# allie kerryn rogers

## CONTACT

alliekerryndesign@gmail.com  
720.402.6848

 [alliekerryndesign.com](http://alliekerryndesign.com)

 [a.kerryndesign](https://www.instagram.com/a.kerryndesign)

 [akrogers](https://www.linkedin.com/in/akrogers)

## Work Experience

### INSYNC MEDIA LLC

- **Content Writing Intern** | *Nov 2017–Nov 2018*
- **Junior Content Writer** | *Nov 2018–Feb 2020*
- **Photographer, Content Writer, Junior Graphic Designer, & Social Media Coach** | *Feb 2020–April 2022*
- **Brand & Social Media Account Manager** | *May 2022–present*  
Improving client social media accounts, increasing engagement, and educating clients on social media. Researching and understanding brand, social media, and photography trends for client brands. Clarifying brand messages with branding workshops. Continued graphic design work including: logo design and visual brand development, ad creatives, social media graphics, and print design.

### RED COMPASS REALTY

#### **In House Graphic Designer** | *Jan 2023–May 2023*

Building and adding visual consistency to the brand. Working on projects requiring illustration, composition and layout, photo editing, and data design.

### COLORADO MESA UNIVERSITY MARKETING DEPARTMENT

#### **Assistant Graphic Designer** | *Aug 2021–Jan 2023*

Designing materials for a variety of departments and types of assets/collateral. Staying creative while also working within the CMU brand guidelines.

### SELF EMPLOYMENT

#### **Freelancing** | *2019–present*

Visual brand & logo development, photography, and illustration.

## Education

### Colorado Mesa University

BFA Graphic Design  
Fall 2018–Spring 2023  
3.97 GPA

### Scholarships

CMU Distinguished Scholars  
Ken Gale Chamber  
Montrose County  
Opal Snowder Suzie Boyd  
Don MacKendrick History

### University Involvement

Residence Hall Council President | 2018–19  
Mesa Emerging Designers (MED)  
Officer | 2020–2021  
Co-President | 2021–2022

### Continued Education

Digital Summit Marketing Conference,  
Denver Attendee | 2018, 2019  
Adobe MAX Conferences | 2020–2023  
Brand New Design Conference, Austin Texas  
Attendee | 2022

# allie kerryn rogers

## Skills

- Adobe Suite Apps: InDesign, Illustrator, Photoshop, XD, Lightroom
- Online Marketing
- Social Media Marketing
- Brand, Marketing, & Social Media Trend Identification
- Client & Internal Communications
- Wordpress: Beaver Builder & Divi Themes
- Google Workspace Applications
- Remote Working Applications: Zoom, Google Meet, & Slack
- Meta Business Suite: Instagram, Facebook, Facebook Ads
- Other Social Media: TikTok & LinkedIn
- Illustration: Digital (Photoshop & Wacom), Pen & Ink, Watercolor

## References

### Eli Hall

#### Professor

emhall@coloradomesa.edu

### Laura Williams

#### Previous Supervisor

laura@insync.media

## Design Publications

### Maverick Magazine

Cover, Pg 6-7, Pg 10-13 | *Fall 2021*  
Pg 13-15, Pg 28-29 | *Spring 2022*

### Horizon Magazine

Created two illustrations based on submitted literary works | *2021*

## Affiliations & Awards

Daughters of the American Revolution Outstanding Cadet Medal | *Dec 2017*

AIGA Member | *Jan 2021-present*

Dean's List at Colorado Mesa University | *Every Semester 2018-2023*

The Literary Review at Colorado Mesa University | *March 2021*

2x Illustration Winner

## Favorite Tools



Wacom Tablet



DSLR (Canon)



Photoshop  
Brushes

## Some Other Things

### Civil Air Patrol | *August 2013-May 2018*

Positions Held: Flight Sergeant, Deputy Cadet Commander, Cadet Commander | Rank Reached: Cadet Second Lieutenant (*Billy Mitchell Award*)

### Book Lover | *1999-present*

Mainly romance, fantasy, & sci-fi

### D&D Player | *2019-present*

DM'ing an ongoing homebrew campaign

### Mountain Lady | *2003-present*

Hiking, camping, and not-very-skillful skiing