

Kent Rogers

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Senior Graphic Designer & Multimedia Specialist

Excellent leadership, business acumen, and artistic talent leveraged to deliver quality marketing, print-design and multimedia projects.

Solid success directing and implementing broad range of revenue-generating design projects, from conception through launch. Readily translate business requirements into effective videos, flyers, graphics, and more. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards. Self-motivated and goal-oriented individual with exceptionally strong sense of aesthetics.

Areas of Emphasis

- Adobe Creative Suite
- Project Planning & Multitasking
- Final Cut Pro
- Project Management & Prioritizing
- Presentation & Client Relationship
- Multi-Platform Production

Professional Experience

Littleton Church, Golf Course Road Church, Eastside Church, The Branch Church (Texas & Colorado)
Creative Arts Director, 2006 – 2018

Accountable for creating and designing multimedia advertising and marketing materials such as emails, websites, and more to be used in conjunction with apps, UX designs, direct mail, and more. Develop stunning and detailed visual effects that engage the end-user and draw attention to product. Responsible for filming, editing, and producing promo videos for various events. Able to carry out concepts from idea to conception and collaborate well with other management and staff to ensure that project timelines and budgets goals were met.

Selected Achievement:

- Coordinated with Littleton Church to design an app and create various pieces of video promo material. Praised for creating intriguing facility signage and multiple marketing photos.

JPMorgan Chase, Dallas, TX
Multimedia Producer, 2001 – 2005

Created complex and efficient training videos that guided new staff members to get acclimated to business. Developed awareness and promotional videos while simultaneously providing voiceover for all videos and eLearning trainings. Responsible for creating effective U/I that is still in use today and was praised for being intuitive and visually attractive while also promoting learning and continued education.

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TxDOT, Houston, TX

Graphics Specialist, 1988 – 1995, 1998 – 2001

Collaborated with creative team to develop artwork for marketing initiatives. Contributed to publicity campaigns, assisting Art Director and Production Manager with various designs. Exceptional collaborative and interpersonal skills, with the ability to examine and understand client needs and deliver products that exceed all original expectations. Accustomed to performing in deadline-driven, fast paced environments with an emphasis on ensuring projects are completed within budget.

Arrow 102.5 / 93.3 KOBFM, Albuquerque, NM

On-Air Talent, 1996 – 1998

On-air drive-time shift. Responsible for performing on-air live remote broadcasts while also providing voice-over for productions.

Other Achievements

- Successfully published a 30 second promo spot for a popular sports app
- Create and design print-ready brochures for tour operator

Educational Background

Camerson University, Lawton, OK | University of Houston, Houston, TX | Alvin Community College, Alvin, TX
University of London, London, UK | University of North Texas, Denton, TX

AWARDS

Gold Award for “Uprising” documentary (Aurora Awards)
Gold Screen Award for “TranStar, ITS” promo video (NAGC)