

Percy Rose

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SUMMARY

Enthusiastic and creative graphic designer with a background in social media design. Skilled in Adobe Creative Cloud, web design, print design, and marketing. Passionate about contributing to creative projects and delivering impactful design solutions.

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Microsoft Office
Blender
Figma

SKILLS

Marketing
Graphic Design
Digital Art
Social Media
HTML/CSS
Photo Editing
Color Theory
Typography

EDUCATION

The Pennsylvania State University
Digital Arts and Media Design (B.Des.)

WORK HISTORY

Graphic Designer, Contract | March 2024 - June 2024

Look + Feel | Remote

- Designed posts for client's social media, leading to over a 100% increase in average likes, a 41% increase in median likes, and a 2x increase in comments
- Utilized Adobe After Effects and Premiere Pro to produce motion graphic content for client company
- Identified trends through assessment of competitor activities, helping to develop communication plans
- Developed communication plans with target audience in mind, optimizing social media content to increase engagement

Marketing Staff | May 2022 - August 2023

The Center for Sexual and Gender Diversity | University Park, PA

- Designed branding materials and assets for signature programs, establishing a unique visual identity for the CSGD while following university brand standards
- Produced advertisements for over 50 individual events, contributing to increased event attendance and social media engagement
- Spearheaded the designs for a successful awareness campaign on gender diversity, reaching 300+ faculty and staff members across multiple campuses
- Managed Instagram, Facebook, and digital newsletters based on analytics and content strategy

INVOLVEMENT

President | Apr 2020 - Apr 2023

Lion PRIDE Caucus at Penn State | University Park, PA

- Facilitated LGBTQ+ advocacy and education by planning weekly meetings and weekly exec. meetings
- Member of the President's Commission for LGBTQ+ Equity, providing the university President a student's perspective into LGBTQ+ issues
- Created new logo and new design standards for enhanced brand consistency and recognition
- Headed planning committee and designed advertisements for annual prom, resulting in record attendance of 180+ guests