

BUCKI ROGERS

ATLANTA, GA • DALLAS, TX

"I'm passionate about the role brands play in design, & their ability to drive business growth"



50%	50%
CREATIVE	STRATEGIC
GRAPHIC DESIGN	ANALYTICAL
DIGITAL DESIGN	MARKETING
BRANDING	RESEARCH

As a brand-focused creative director, art director and graphic designer of 20 years, I have an extensive background in creating and overseeing medium to large branding projects as-well-as defining multi-discipline campaigns from concept to completion.

- Drive design and brand strategy through print, digital, media, broadcast and customer experience for multiple nationwide industries.
- Foster a creative environment that inspires innovative ideas and delivers core brand attributes.
- Architect innovative designs and align clients to integrate multiple brands and maximize their portfolio value.

214
538
5038

CREATIVE DIRECTOR | BRAND STRATEGIST



DESIRED RELOCATION(S)



55% NON-DIGITAL **45%** DIGITAL

APPLICATION SOFTWARE

PRIMARY APPS ■ SECONDARY APPS

Ps PHOTOSHOP	Id INDESIGN
Ai ILLUSTRATOR	 KEYNOTE
P POWER POINT	W WORD
S SKETCH	Lr LIGHT ROOM
X EXCEL	BASECAMP GOOGLE SUITE HOOTSUITE MICROSOFT TEAMS SLACK

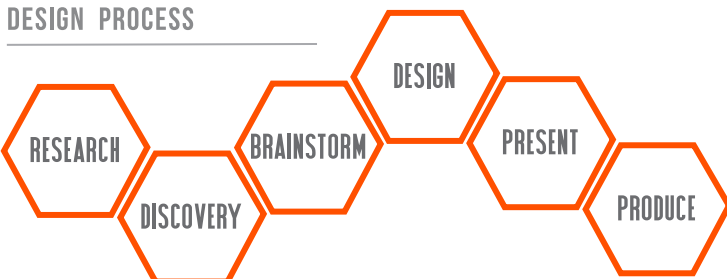
CAREER TRACK

BUCKI ROGERS DESIGN	Creative Director/Brand Strategist	8.0 Yrs
INSTITUTION SOLUTIONS	Director of Creative & Marketing	4.0 Yrs
DALLAS CUP, INC.	Director of Creative & Marketing	4.0 Yrs
BUCKI ROGERS DESIGN	Creative Director/Graphic Designer	2.0 Yrs
THE BEAIRD AGENCY	Creative Director	6.0 Yrs
KEARLEY & CO.	Creative Director	2.5 Yrs
QUALEX, INC.	Group Creative Director	3.0 Yrs
LEVENSON & HILL ADV.	Art Director	2.0 Yrs

INDUSTRY EXPERIENCE

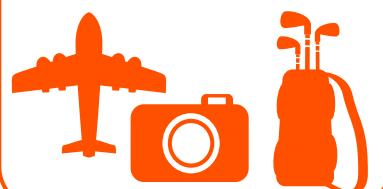
- ADVERTISING/PR
- BARS & RESTAURANTS
- BEER, WINE & LIQUOR
- CREDIT UNIONS
- EDUCATION
- FINANCE/INSURANCE
- FOOD & BEVERAGE
- HOME BUILDERS
- NON-PROFITS
- PRINT & PUBLISHING
- REAL ESTATE
- RETAIL
- SPORTS

DESIGN PROCESS



As a graphic designer, I believe the design process is very important. By starting with sketching, drawing & prototyping, I find that ideas are sometimes captured easiest outside the computer. #oldschool is still #newschool

DOWN TIME



CHARACTERISTICS OF MY SUCCESSES

PASSION

ENTREPRENEURIAL SPIRIT

DRIVE FOR IMPACT

CHANGE AGENT

DECISION MAKER

INSPIRATIONAL LEADER

S U C C E S S I S B U I L T O F F S M A L L T H I N G S .