Percy Rose

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SUMMARY

Enthusiastic and creative graphic designer with a strong 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
Adobe Lightroom
Microsoft Office
Blender
Figma

SKILLS

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

EDUCATION

The Pennsylvania State University | August 2019 - August 2023
Digital Arts and Media Design (B.Des.)

WORK HISTORY

Graphic Designer, Contract | November 2024 - Present
The Onion | Remote

- Revamped and reformatted slideshows to optimize for B2B communication and to enhance visual appeal
- Designed in The Onion's distinct visual style to make slide decks and templates that were cohesive with The Onion's message and branding
- Finalized pitch and wrap deck regarding collaboration with another organization, leading to a successful social media campaign that overperformed The Onion's regular engagement benchmarks

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
- Completed timely assignments delegated weekly, balancing multiple projects and deadlines with a quick turnaround time
- Aggregated images from multiple stock image resource sites, and generated final images utilizing Adobe Photoshop for photo manipulation
- Identified trends through assessment of competitor activities, developing communication plans which optimized content and increased 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