

Atlanta, GA | 404.824.2009 | solomon_rodney@yahoo.com - www.rsdesignsonline.com

PROFILE

I am a highly innovative Digital Designer and Web Designer with years of experience in the field, combined with an infinite imagination, creativity and knowledgeable understanding of the current industry standards.

PROFESSIONAL EXPERIENCE

Senior Design Studio Artist, KERN Agency – 2023-2024

Collaborated closely with distinguished Fortune 500 companies, such as AT&T, DIRECTV, Discover and Mitsubishi. Responsibilities included conducting design meetings, being a SME for the brand and being the last checkpoint for quality assurance before final files were delivered to client.

Detailed oriented while creating and editing emails, print collatorals, web banners, webpages and PDFs while ensuring brand standards were met. Cross checked all teams work before delivering to client.

Design Studio Artist, KERN Agency – 2020-2023

Collaborate with account and client service teams as well as other cross-functional creatives to design engaging email layouts for desktop and mobile. Assisted in large rollouts such as new iPhone promotions and weekly sports related events through email marketing. I was in charge of one line of business through DIRECTV, ensuring that all marketing for client went out on time and met brand standards.

Applications used were: Adobe XD, Figma, Adobe Indesign, After Effects, Workfront PHQ and Sketch.

FREELANCE EXPERIENCE

Graphic Designer, Kimberly-Clark – 2022

Production driven role. Interpreted design requests and executed materials for digital/print communications including sell sheets, flyers, brochures and banner ads. Created print ready marketing such as: retractable banners, life size cutout boards, and table top tents. Worked in close coordination with account/project managers, sales & marketing teams, and other creative team members to produce high quality products. I produced editable PDFs for internal use within the company and ensured proper functionality.

Applications used were: Figma, Adobe XD, Adobe Indesign, Adobe Illustrator, Workfront PHQ and Sketch.

Digital Designer, Client Command – 2017-2020

Developed and maintained 50+ campaigns per month. Created direct mail marketing, emails campaigns, landing pages and digital ads per client, per month. Designated to create quarterly sales events for clients, from scratch, while ensuring brand standards for each client. In charge for the upkeep and knowledge of 5 major clients. Up to date on brands and sent final marketing collateral to co-op and client.

Applications used were: Adobe Dreamweaver, Salesforce, Pardot, Adobe InDesign and Wordpress.

EDUCATION

The Art Institute of Atlanta – Associates of Web and Graphic Design - 2013

SKILLS

Adobe Creative Suites, Microsoft Teams, Workfront PHQ, Sketch, Figma, HTML, CSS, and Project Management