



# RANDY G ROGERS

GRAPHIC DESIGNER

## EXPERIENCE

### **Leo Burnett | Dept. of Design - Production Designer**

December 2012 - May 2025

- Designed and managed new business pitch decks, RFI/RFP documents, case studies, and brand books.
- Worked across multiple brands simultaneously with short notice and shorter timelines adapting key visual concepts into a variety of sizes, formats, and platforms while maintaining brand integrity.
- Retouched and enhanced large batches product images, landscapes, and spokespeople to meet the brand's visual standards while ensuring consistency in image quality, color accuracy, and style across all product categories and managing and organizing multiple file types and image ratios.
- Concepted and created internal branding projects including logos, digital and print communication materials, numerous infographics, social posts, illustrations and icons.
- Collaborated with multiple brand creative teams to expand design concepts from client presentation comps through final production, reviewed and refined layouts, templates, and production guidelines.

**Clients included:** Aldi, Allstate, Art Institute of Chicago, Bank of America, Basil Hayden, Beneful, Bridgestone/Firestone, Campbell's, Centrum, Cheez-It, Coors, Com-ed, Delta Faucets, Dunkin' Donuts, Esurance, Eat Your Mouth Off, Field Museum Chicago, Foxtrot, Harbor Freight, Hillshire Farms, Home Depot, Huggies Pull-Ups, Invesco, Jim Beam, Kashi, Kellogg's (*Eggo, Froot Loops, Frosted Flakes, Frosted Mini Wheats, Special K, Rice Krispies Cereal & Treats, Pop-Tarts*), Knob Creek, Kraft, Marshalls, Marwen, Mcdonald's, MillerCoors, Miller Lite, Makers Mark, National Grid, Nature-Made, Nexium, Nutri-Grain, Nintendo, Optum, Prego, Purina ProPlan, Qdoba, Remity, Rite-Aid, Samsung, Sandals, Serta, Snack Factory, Southwest Airlines, TJMaxx, UnitedHealthcare, UnitedHealthGroup, V8, VisionWorks, Well Yes!, Wingstop

### **Leo Burnett - Art Director**

June 2007 - December 2012

- Collaborated with copywriting partners to concept and create, annual promotional events, equity integrated campaigns, point of sale, print, direct mail, packaging, digital, and loyalty programs.
- Extensive final art production and art approval.
- Art directed multiple-location photo shoots including food and promotional events.
- Executed design ideas independently and in collaboration with design studios and production designers.

**Clients included:** Altria, Philip Morris (*Marlboro, Virginia Slims, L&M*), National Cattleman's Beef Association (*"Beef. It's What's For Dinner"*), John Middleton Company (*Black & Mild*), USST (*Copenhagen*)

## EDUCATION

### **Fort Hays State University**

**Bachelor of Arts (B.A.), Graphic Design**  
Hays, Kansas (2004 - 2008)

### **McCook Community College**

McCook, Nebraska (2003 - 2004)

## PROGRAM EXPERIENCE

Photoshop

Illustrator

InDesign

After Effects

Acrobat

Keynote

PowerPoint

## AWARDS

### **D&AD 2017 - Wood Pencil**

Digital Marketing / Use of Social Media

Always - #LikeAGirl Emojis

### **One Show Silver**

Always - #LikeAGirl Emojis

### **One Show Silver**

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## CONTACT INFO

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