



Rick Roeder

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insight

"Rick has worked with me in a variety of capacities, and most recently as our Senior Designer at ID3. He accepts the challenges that are inherent with each project and executes a plan to accommodate the schedule, budget, and feasibility of design. I believe Rick will prove to be a valuable team member for any company's continued success, and works well with clients and vendors. Notably, Rick possesses the attributes that any employer would appreciate: organization, respect for the company, dedication, punctuality, loyalty, and genuine appreciation for a job well done..."

Rick Clark, CCO_ ID3 Group

introduction

Please allow me to introduce myself, and share a brief summary of my experience: **My name is Rick Roeder**, and I have immersed myself in the creative design process for the last twenty years, and have achieved my BFA degree in design from Arizona State University. What I bring to every project is a focus of creativity, management, solution and design. I have strong training in disciplines of graphic design, visual merchandising, communication marketing, and experiential experiences.

educational

Arizona State University, Tempe, Arizona.

BFA design

software

Adobe Creative Suite, Microsoft Office Suite, Filezilla, BaseCamp Project, Maxon Cinema4D, Apple OSX, Windows OS.

experience

Exploring, Inc. Atlanta, Georgia. (parent corporation)

Senior Designer_ My primary duty was to make sure that all of the individual brands under the Exploring 'family of companies' remain consistent with the Exploring brand. I have created their graphic standard guidelines, and have safeguarded and maintained each individual brand. My tangible duties included a host of responsibilities associated with maintaining a smooth, and fluid graphic division, and working with the marketing division to create print and digital media such as magazine print ads, logo designs, artwork, digital banner ads, along with print and promotional collateral.

Designrnr. Atlanta, Georgia. (contractor design services)

Creative design professional_ I provided [creative and graphic design, and full project support services](#) for design companies, marketing agencies, architectural firms, and experiential design agencies. I offered project management, creative ideation, design development, creative presentation packages, 3D computer modeling and animation, rendering and illustration services in the disciplines of exhibit, retail, industrial, museum, environmental, graphic and corporate design.

Five by Five. Atlanta, Georgia. (experiential design)

Design Strategist_ I was involved in [interactive design, product activation, corporate graphic design, and marketing strategies](#) for key accounts Mary Kay, Ford, Carnival Cruise, Lexus, and Coca-cola. My skills in creative content development and experiential design were paramount to the direction and growth of Five by Five.

SMC Shell Marketing Corporation. Marietta, Georgia. (industrial design)

Industrial Designer_ I was responsible for product design within the SMC product line Hampton Bay. My involvement included overseeing [product prototyping, and coordination of USA design development](#) with Hong Kong office, market research, and sales presentations to retail merchants Home Depot USA, Home Depot Mexico, and Canadian Tire.

EDG Entertainment Design Group. Austell, Georgia. (entertainment design)

Director of Interactive_ I was hired for my knowledge of experiential design, and was involved in overseeing [creative development and client management](#) for their main client Simon Mall Properties and others.

Miller Zell Inc. Atlanta, Georgia. (retail design and store planning)

Strategical Designer_ I was involved in [environmental design](#) for automotive dealership environments, retail store planning, and visual merchandising for clients Disney, Infiniti, Nissan, and Crestar Bank.

Design Inc. Atlanta, Georgia. (sales center design)

Senior Designer_ I was involved in [visitor center design](#) for home developers Arvida Homes. My responsibilities included designing sales centers, and information displays, as well as developing their entry signage and way-finding programs.

Habitat Inc. Tempe, Arizona. (environmental design)

Exhibit Designer_ I designed [trade show exhibits, and sales pavilions](#) for home developers. Additional responsibilities included creating presentations, art file management, renderings and material boards.