

roscoemcgee.com
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(385) 231-6647

Art Director

Animator

Designer

EXPERIENCE

Art Direction Intern | 360i, Dentsu

February 2022-Present

- Concepted content for social media channels like TikTok, Instagram, and Twitter.
- Assisted Creative Directors with creative strategy for 7-Eleven, Burger King, Reese's, and FTX

Senior Creative | BYU AdLab

June 2020-Present

- Collaborated with Copywriters and Strategists to create art, designs, and animations for over 20 different ad executions.
- Managed communications as student liaison between AdLab and various clients.
- Facilitated marketing research and strategy for clients like LoomVue, FamilySearch, BYU TV, and BYU Social Media.

Graphic Designer | BYU Career Services

May 2021-March 2022

- Recreated branding for the BYU Career Studio, including color identity, typography, and messaging.
- Collaborated with other departments to create ads, print posters, and social media posts for over 30 different events.
- Worked with video editors to animated end cards for promos.

Software Trainer | BYU Library

August 2018-August 2021

- Taught over 15 different software workshops.
- Consulted over 100 patrons on design and photo-editing.
- Pioneered the Library's AfterEffects curriculum.

Graphic Designer | CanyonWall.com

June 2019-August 2020

- Re-branded company's visual style and logo.
- Ran Collaboration with five of our key clients to determine advertising objectives and branding requirements.
- Designed over 300 info-graphics for clients' Amazon listings.

ACCOMPLISHMENTS

- Won Best of Show in the 2021 student ADDY awards (American Advertising Awards)
- Founder and leader of Creative Ads Club at BYU.
- Four-time winner of AdLab Pitch Tank (A creative advertising competition).
- Member of BYU's International Folk Dance Ensemble.

EDUCATION

Brigham young University

Provo, UT, 84602

Graduation: April 2022

BA in Communications
Emphasis in Advertising

Minor in Design

Minor in Spanish

Advanced Oral Proficiency
Certificate in Spanish

SKILLS

Creative Strategy

Animation/Motion Design

Graphic Design

Illustration

Story Boarding

Market Research

Facilitating Discussion

Copy Writing

Percussive Dance

SOFTWARE

Adobe AfterEffects

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe LightRoom

DaVinci Resolve

Blender

Cinema 4D

Keynote

WordPress

Microsoft Office

Google Suite