

Rory Perner

Designer

Contact

Phone

215-806-7863

E-mail

rory.perner@gmail.com

Portfolio

roryperner.com

LinkedIn

linkedin.com/in/rory-perner/

Education

General Assembly

User Experience Design
(2018)

Rensselaer Polytechnic Institute (RPI)

BS, Electronic Media, Arts
and Communication
Minor in Studio Arts (2010)

Tech Skills

Illustrator
InDesign
Photoshop
PowerPoint
Excel
Sketch
InVision
XD
HTML/CSS

Design Skills

UX/UI
Typography
Digital Design
Print Design

Soft Skills

Creativity
Marketing
Project Management
Active Listening
Leadership
Organization
Communication
Time Management

Summary

Rory is an experienced designer with experience in both print and digital deliverables. He's savvy, seasoned, serious and a tiny bit sarcastic. Rory is ready for a new challenge where he can bring his HTML, Catalog, Web Banner and other design skills to new heights. Ready for the right person you can groom to move into a leadership role? Look no further.

Experience

Kipling / VF Corporation, Remote | Dec 2020 - Present

Digital Designer - Contract

- Designing digital assets including: emails, promotions, site assets and affiliate assets
- Edit and retouch images for site, email, and other digital media
- Collaborate with other creatives on marketing team to make sure execution of assets is seasonally aligned

Commvault, Tinton Falls, NJ | Jan 2017 - Nov 2020

Graphic Designer

- Run marketing projects, working with a team of internal and external designers, to maintain consistent branding for all activity
- Develop assets, including (but not limited to): electronic mailers, banner ads, digital assets, whitepapers, infographics, data sheets, and solution briefs
- Prepare and present decks to clients and senior leadership
- Experience in US and global requests
- Ideate and execute comprehensive event experiences to internal and external audiences

The Fanatic Group, Edison, NJ | Apr 2015 - Dec 2016

Graphic Designer/Print Production Artist

- Coordinated the daily work flow for the art department backing into client deliverables
- Developed all marketing materials including photography for mailers, trade shows, and sales meetings, driving **85% increase in sales** from time in employment
- Created templates that increased productivity and accuracy
- Managed licensing negotiations and created content that adhered to these guidelines
- Utilized Data Merge to create large quantity print-ready files

Krowne Metal Corporation, Wayne, NJ | Sept 2014 - Apr 2015

Graphic Design Consultant

- Designed the company catalog that included the launch of a new product line
- Assisted with the development and production of all sales materials
- Generated sell sheets and pamphlets that were distributed nationally
- Developed and optimized the rebuild of the company website

Universal Lacrosse Company, Hillsborough, NJ | Oct 2011 - Sept 2014

Graphic Designer/Website Manager

- Designed retail and team sales apparel for over one hundred organizations
- Created marketing e-mails, brochures, flyers and national magazine advertising
- Served as director of overseas apparel production
- Maintained and improved company website
- Created landing pages for sales and promotions; edited code using HTML to optimize add-on and widgets