

JOSIE ROE

GRAPHIC DESIGNER • BROOKLYN, NY

EDUCATION

University of Cincinnati

Bachelor of Science in Communication Design
2018 – 2023

I participated in the Professional Practice Program at the **College of Design, Architecture, Art, and Planning (DAAP)**. I alternated semesters of classroom study with full-time work experiences in the field of design.

ACADEMICS

UC Dean's List (2018–2023), Sallie Baldwin Endowed Graphic Communications Scholarship Recipient, DAAP Tribunal, Federal Work Study, CODE Collective

SKILLS

SOFTWARE

Adobe Photoshop, Adobe After Effects, Adobe InDesign, Adobe Premiere Pro, Adobe Illustrator, Microsoft Programs, Google Programs, Contentful, Figma, Procreate

GRAPHIC DESIGN

Typography, Illustration, Motion Design, Environmental Design, Creative Directing, Packaging Design, Website Design, Photography, Drawing, Painting, Printmaking, Video and Photo Editing, Research, Copywriting

CONTACT

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WORK EXPERIENCE

Precision Strategies, New York, NY

Associate Graphic Designer / Sept 2024 – Feb 2025

At Precision, a strategy and marketing agency located in Manhattan, I worked with clients to create impactful brand experiences using visual storytelling. For their creative team, I led digital and print design projects for corporate & political organizations, non-profits and advocacy groups, and I designed advertisement and social media campaigns, re-brands, and pitched brand strategy and concepts to best support clients' goals.

Forter, New York, NY

Graphic Designer / July – Sept 2024

As a contractor at Forter, I supported the brand team and designed promotional and internal assets for the fraud protection company. I edited videos for their website, created web pages for exclusive events, and formatted one-pagers, newsletters, and pitches.

KIND Snacks, New York, NY

Graphic Designer (Co-op, Freelance) / Jan – Dec 2022

For KIND's design team, I developed branded advertisements, store displays, packaging, landing pages, e-commerce assets, and email blasts to successfully promote key items and launch new snacks to their customer base. For internal projects and product development, I made mockups and designed newsletters, one pagers, and catalogs.

MSA Design, Cincinnati, OH

Graphic Designer (Co-op) / May – Aug 2021

For the graphics department of this Cincinnati architecture and interior agency, I designed environmental graphics (signage, wayfinding, murals) for local clients, and created internally branded web portfolio pages, emails, social posts, internal documents, and podcast thumbnails.

Hasbro, Pawtucket, RI

Brand Designer (Co-op) / Jan – May 2020

I designed branding and packaging for the toy brands Baby Alive and Furreal Friends. I developed brand books, assisted photo shoots, led trend forecasting and fashion research initiatives. With intern team, I pitched an original gaming concept to design executives.