

Tom Rooney III

Philadelphia, PA | 610.209.3036 | tom@tr3design.com | www.tr3design.com

Professional Summary

Dynamic and focused graphic designer with 10+ years of experience seeking to utilize a strong attention to detail, proven ability to lead diverse teams, and a commitment to innovation and problem solving to be an asset in creating digital & print designs, websites, and content that promote brand awareness and increase market reach.

Work Experience

Valken Sports | Pittman, NJ

Senior Graphic Designer | October 2021 – Present

- Promoted to Lead Creative within six months of hire due to knowledge of eCommerce platforms and the ability to troubleshoot complex issues
- Manage the design process from concept to completion for up to 25+ digital and print projects simultaneously, creating customized deliverables to exceed client expectations
- Create visually appealing graphics, illustrations, and layouts for flyers, catalogs, websites, emails, social media, and advertisements, leading to an average 32% increase in audience engagement
- Collaborate with cross-functional teams to align on design needs and campaign strategies, prioritizing tasks effectively to ensure timely and accurate completion of assignments
- Multitask by maintaining e-commerce platforms, performing CRM functions while designing, coding, and executing over 600+ email marketing campaigns
- Utilize complex equipment such as the Lanier Pro c5200 Printer, Plockmatic 350-M Book- maker, and Triumph 4850 Electric Paper Cutter to produce one-of-a-kind marketing and promotional materials

Graphic & Web Design | Philadelphia, PA

Freelance | March 2017 – October 2021

- Partnered with clients to create custom websites from first ideation to final launch, actively listening to each client's needs in order to build a positive working environment and promote retention
- Built a portfolio of 10 clients within the first year by prioritizing client relationships and tailoring designs to meet specific business needs
- Remained up-to-date on evolving standards and best practices for a variety of software and equipment

UPS Store | Philadelphia, PA

Graphic Design & Print Manager | April 2014 – February 2017

- Spearheaded the organization's design and print services, handling projects from initial customer request to final deliverables while maintaining a 100% satisfaction rate
- Completed graphic design for in-house business and marketing materials in a "same day" environment.
- Led a team of three associates; providing targeted feedback to enhance performance, timeliness and customer service skills

Skills

Problem Solving, Troubleshooting, Website Development and Maintenance, Personnel Management, Creative and Critical Thinking, Project Management, Vendor Relations, System Navigation, Technology Usage

Technologies

Adobe Creative Suite, Microsoft Office Suite, Frontend Web Development UI, SEO, CRM, Netsuite, BigCommerce, Wordpress, Prepress, Product Photography, eCommerce

Education

Bachelor of Fine Art in Graphic Design | Academy of Art University