

 **ColbyRoark**

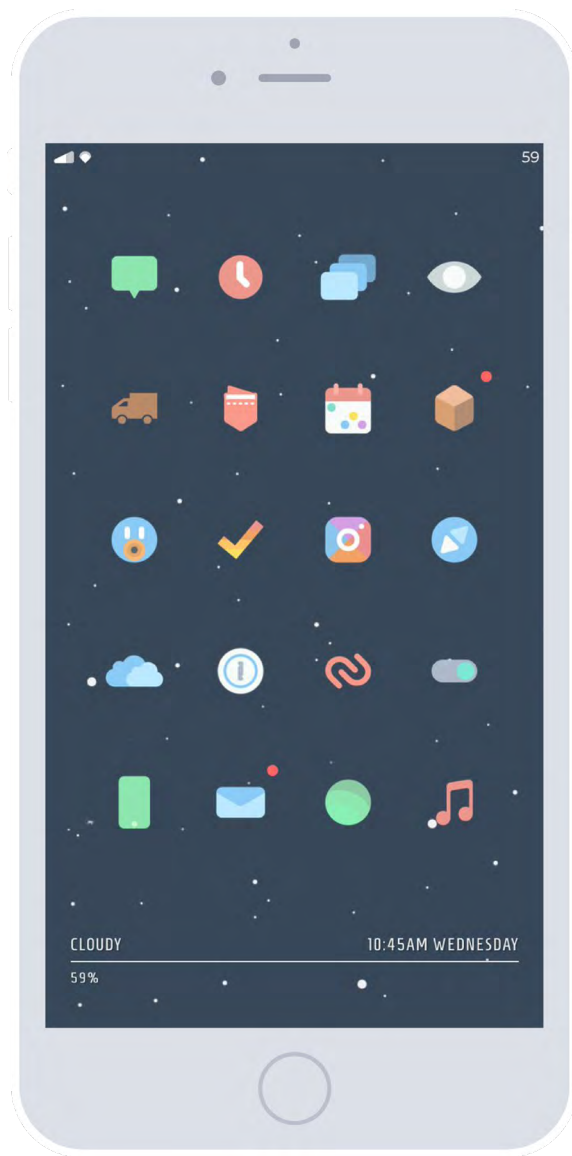
Graphic Designer

me@colbyroark.com | (214) 454-1249

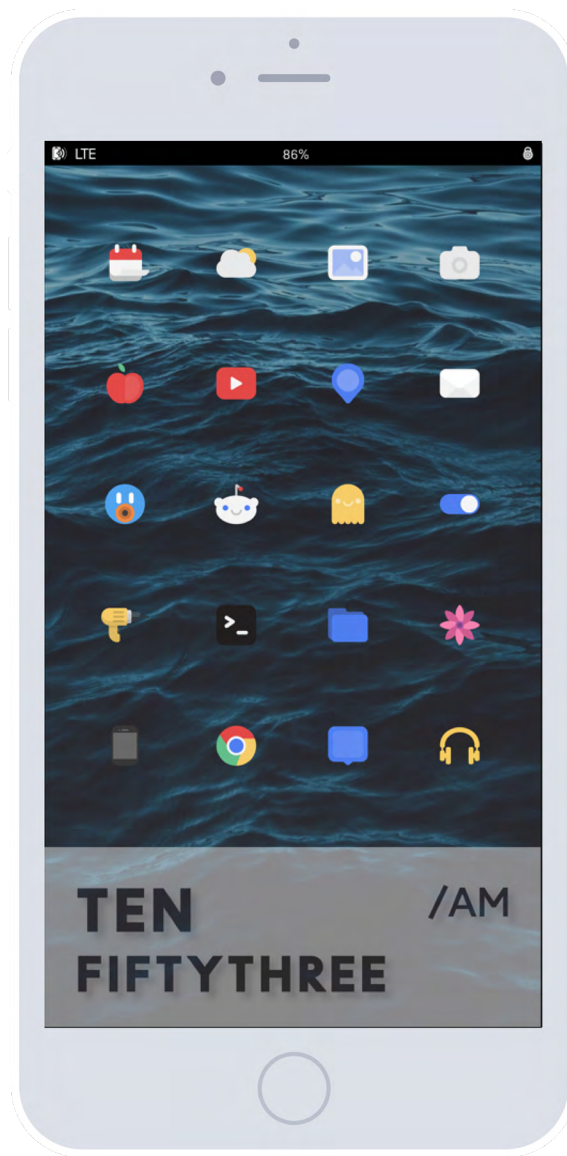
HANDHELD DESIGN

User interface design | digital

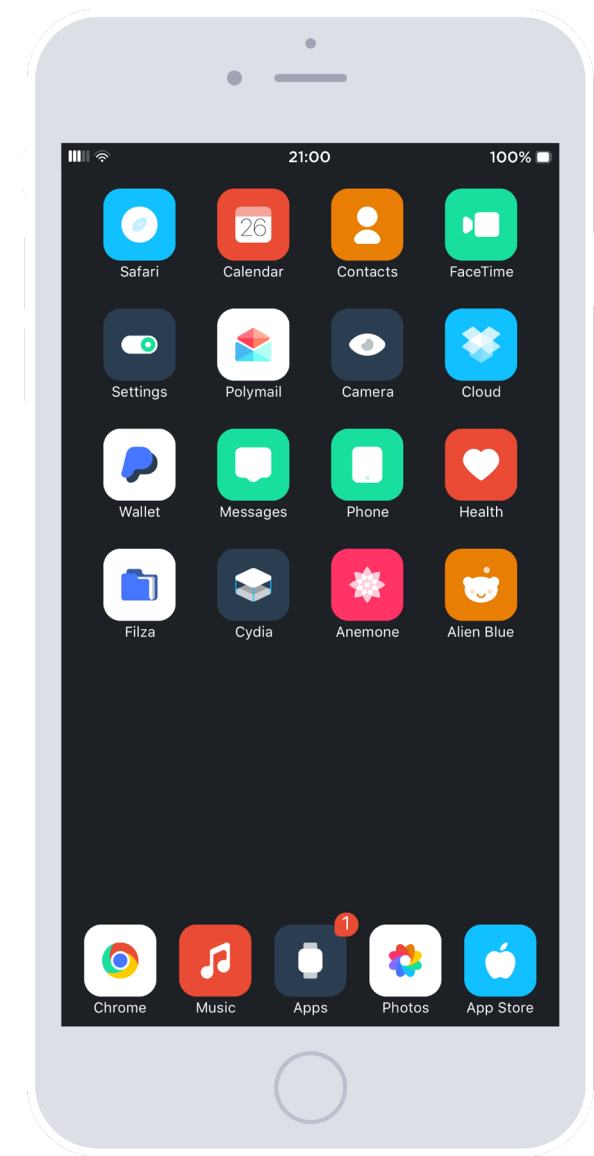
Three meticulously crafted iOS themes, each boasting over 700 meticulously designed applications, offer a comprehensive and immersive customization journey for the vibrant jailbreaking community.



kecil



lux



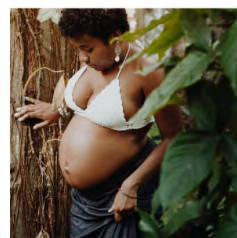
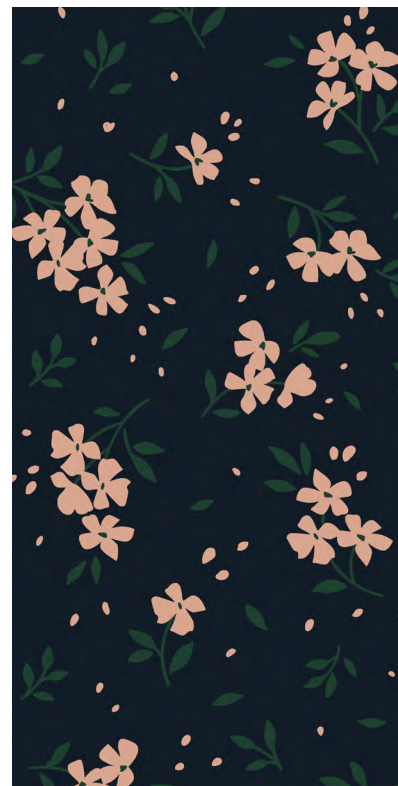
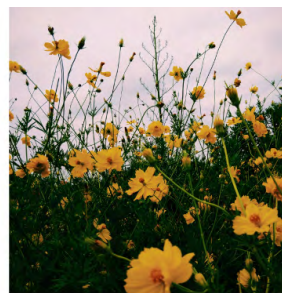
jool

ACCESSIBILITY IN BLOOM

Branding and identity | digital & physical

A distinctive identity crafted for a boutique clothing company dedicated to accessibility, with a focus on gender-neutral and inclusive garments.

Daisy fields



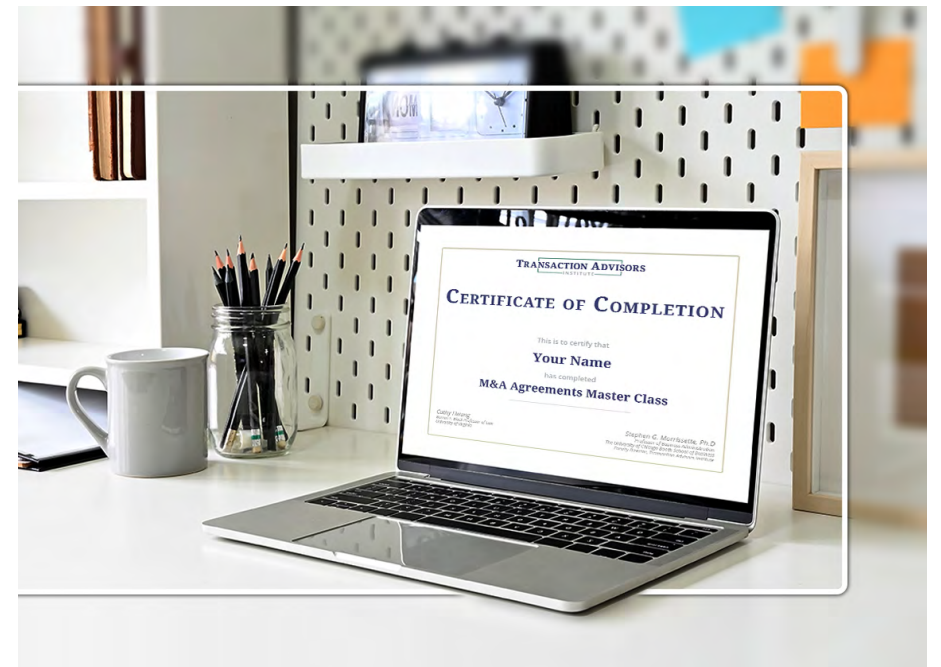
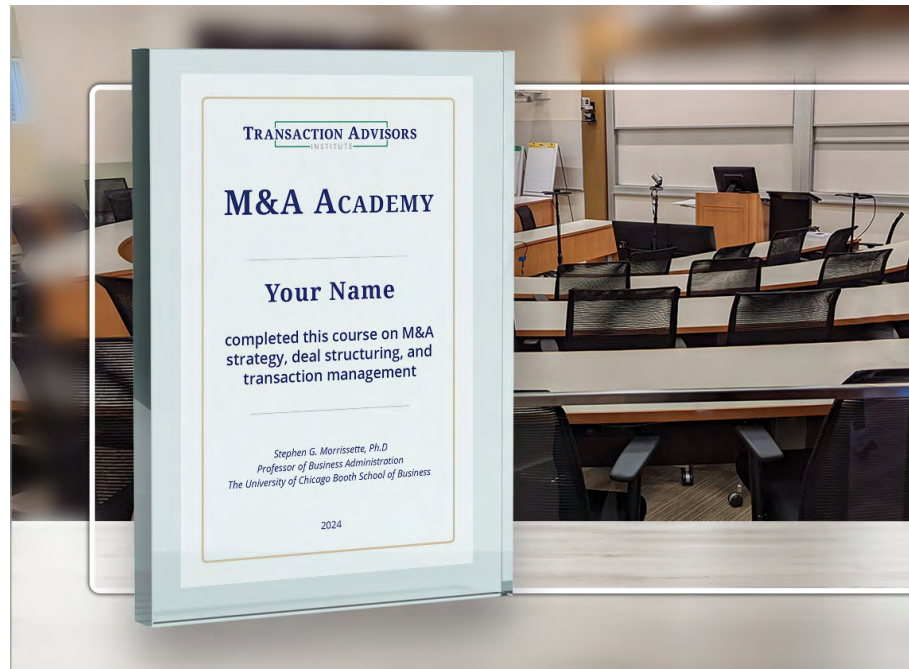
We strive to make clothing the people feeding our future easier; Clothes that fit our generation & the ones that came before us.



M&A PROFESSIONALS

Branding and identity | digital & physical

Embarking on a journey to revitalize an esteemed institute, a comprehensive overhaul was spearheaded aimed at equipping clients to navigate mergers and acquisitions with unwavering confidence.



REFRESHING ROAST

Branding and identity | digital & physical

Who doesn't love a nice, warm cup of coffee? This client reached out to me with assistance in getting their small business running, and I was ecstatic to accept. A self-described coffee junkie, I couldn't pass up the opportunity.



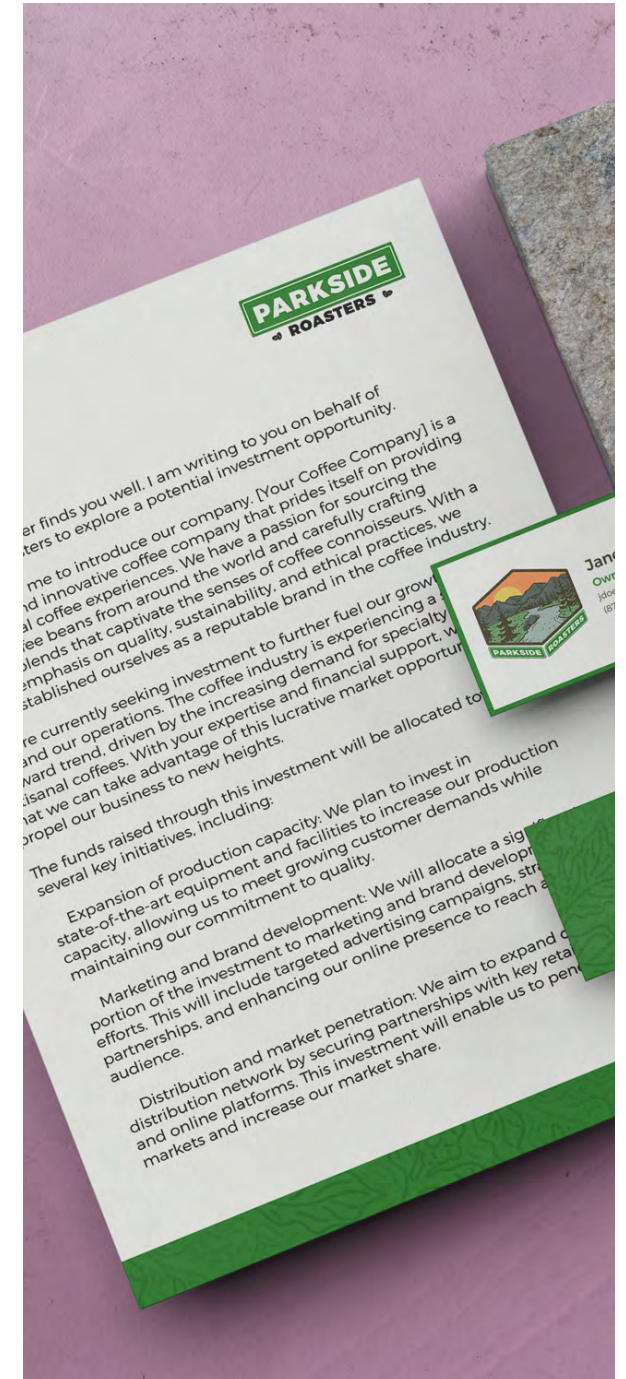
Wordmark



Alternative: Black & White



Alternative: Cotton Candy



JAMMING OUT

Product design | digital/photography

A captivating fusion of digital artistry and photographic excellence converges to craft a myriad of stunning album covers. Each cover uniquely blends digital elements with photographic nuances, captivating audiences with its visual allure.



LIVING OUTSIDE THE BOX

Branding and identity, print design, social media design | digital/print

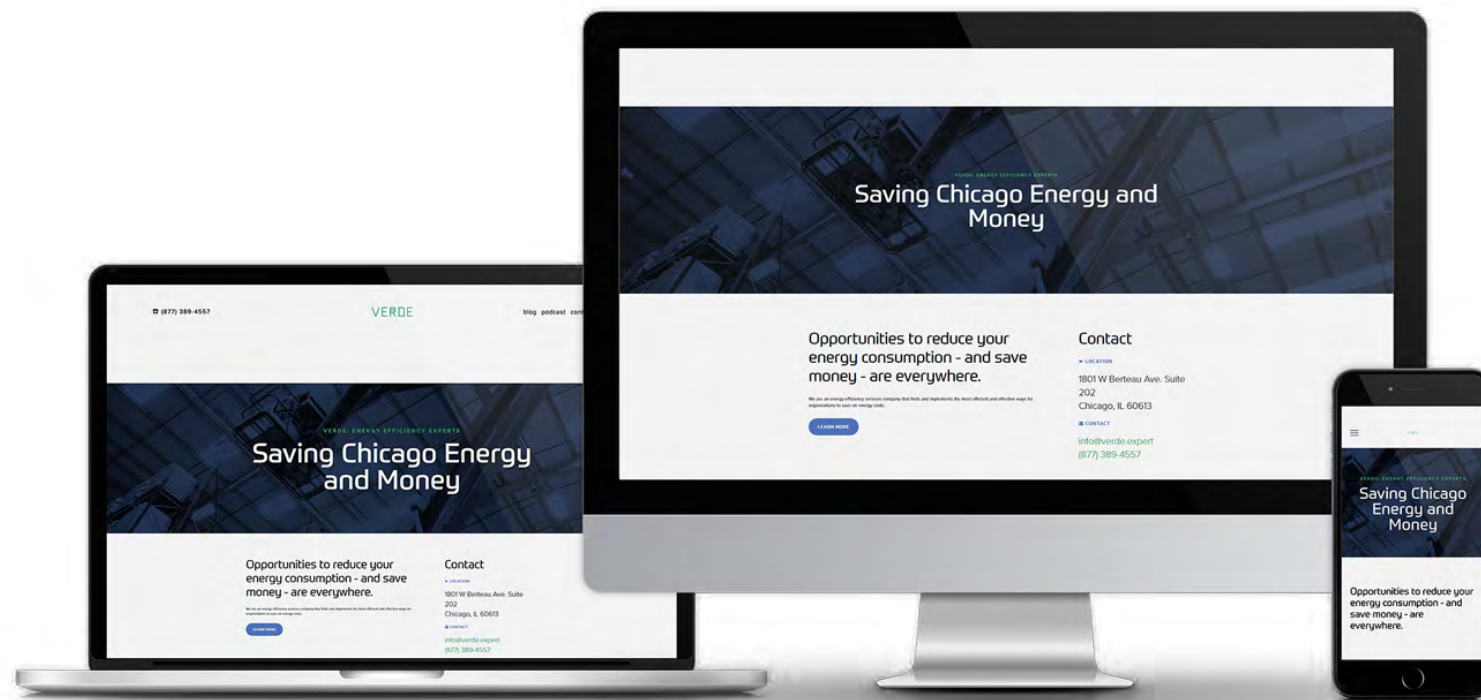
A diverse collection of designs curated during tenure with a prominent Chicago-based design agency. Each design reflects meticulous craftsmanship and innovative creativity, showcasing the dynamic spirit of collaborative endeavors within the industry.



ENERGY EFFICIENCY IN CHICAGO

Branding and identity, website design | digital/print

An extensive array of projects completed for a pioneering energy startup based in Chicago. Each endeavor underscores the innovative solutions and forward-thinking initiatives driving the company's mission in the dynamic energy sector.



ColbyRoark

Graphic Designer

EXPERIENCE

• SENIOR GRAPHIC DESIGNER

Arthur J Gallagher & Co.

2019 – Present

The Senior Graphic Designer at Gallagher designs art and copy layouts for materials presented by sales teams to attract new clients, spanning various visual communication media like sell sheets, digital presentations, booklets, and custom illustrations, and also contributed to integrating a new project management software to streamline workflow.

• VISUAL DESIGNER

Nex Gen Dynamics

2018 – 2019

Created a diverse array of print, digital, social, and web graphics for both Nex Gen Dynamics and their clients, spanning from handbooks, manuals, event flyers to vehicle wrap designs.

• GRAPHIC DESIGNER

The Creative Group - ICU Medical

2017 – 2018

Crafted numerous packaging designs for medical supplies, gaining proficiency in type treatment and collaborating closely with colleagues to ensure accurate product creation while adhering to established guidelines.

• LEAD VISUAL DESIGNER

Verde Sustainable Solutions

2016 – 2017

Revamped the company's brand identity, covering apparel, business cards, website design, and stationery, while overseeing the design and content of the company website, playing a pivotal role in shaping the public perception and customer interactions.

• GRAPHIC DESIGNER

Colby Roark Design

2013 – Present

Crafted diverse icon themes for the iOS and Android communities, garnering over 1,000 downloads per theme.
Produced compelling album covers and promotional materials for various Chicago-based bands.
Fashioned unique and trend-setting designs for a burgeoning streetwear clothing brand startup.
Developed the identity for an inclusive boutique clothing company, specializing in gender-neutral apparel.

EDUCATION

GRAPHIC DESIGN B.F.A.

Columbia College Chicago
2013 – 2016

PROFILE

I am a driven and talented designer with a personality that has not failed me yet. I'm eager to impress, quick to better myself, and for every instance I lack knowledge, I make up for it in a willingness to educate myself. I can guarantee that I will be a strong, kind, and invaluable asset no matter the situation!

SKILLS

Branding & Identity

Adobe Certified Associate

Digital Design

• Adobe Illustrator

Print Design

• Adobe InDesign

UI/UX Design

• Adobe Photoshop

Website Design

• Adobe Dreamweaver

Screen-printing

• Adobe AfterEffects

Packaging Design

Figma

B2B & B2C Design

Sketch

Project Managing Software

Canva

• Monday.com

Microsoft Office

• Asana

Google Suite

• Trello

CSS/HTML

Windows OS

MacOS

Linux