

# Everett Roscoe

Designer & Creative

CONTACT: everettroscoe.com | everettroscoe@gmail.com | 617.957.6963

## EXPERIENCE



### H4B Boston (HAVAS Media) - *Senior Art Director*

Winter 2022 -  
Current

- Conceptualize and create smart, strategic creative campaigns
- Partner with copywriter and work with brand team to ensure ideas are on strategy
- Design materials true to the brand identity of product and style guidelines set, develop unique visual brand palette true to strategic platform.
- Work closely with cross-functional teams, including business and development to create a meaningful user experience using various forms of digital media.
- Works closely with Interactive Designers to share branding elements to ensure consistency.
- Ensure work is in line with the goals of the project, and that client needs are met.
- Documentation of imagery, familiarity with licensing, ability to work with art buyer for purchasing.
- Create image library through photoshoot or compilation.
- Effectively articulate ideas, present to groups internally and externally to clients.



### Vistaprint - *Senior Web Designer*

Winter 2020 -  
Winter 2022

- Work in a cross-functional team on several web and global campaign projects within a sprint format
- Design site pages within the merchandising zone framework, aligning to site standards and best practices
- Collaborate with copywriters and strategists to make visuals, strategy and copy all work together for global campaigns
- Adopt the Vistaprint style guide and UI Library, improve upon UI/UX of site pages
- Concept photography directions to best explain product attributes, outlining photography briefs and collaborating with the photography team
- Validate design hypothesis through customer insights and real time data



### Allen & Gerritsen - *Designer*

Spring 2018 -  
Winter 2020

- Concept with Creative Directors, Copywriters and Strategists on digital and print projects to design and execute client campaigns and projects through fruition
- User Experience and Visual Design of webpages, microsites, and landing pages - through prototyping, design sprints, and iteration
- Collaborate with developers, analytics, business leadership and strategy teams
- Construct and maintain brand guidelines, design systems, and user personas
- Assist in branding of logos, typography, color palettes and brand voice/look & feel
- Art Direct photoshoots then conduct integrity checks on print press production and photography
- Design and prepare digital and print collateral for client handover and release
- Clients Include: BCBSMA, Ninety Nine Restaurants, Northeastern, Fresenius, Museum of Science, TJX, Citrix, Safety1st, Unifirst, Zipcar, First Citizens Bank

## SKILLS

Adobe Creative Suite, Figma, Sketch, InVision, MS Office  
Rhino, Keyshot, Fusion 360, SketchUp  
Design Thinking and Strategy  
UX/UI Design - Web and App  
Graphic Design and Branding  
Sketching and Rendering  
Model and Prototype Making

## EDUCATION

### Wentworth Institute of Technology, Boston, MA

Bachelor of Science - Industrial Design, Deans List - August 2017

Reading Memorial High School, Reading, MA

High School Diploma - May 2012