



hello, my name is

# SETH ROLLINS

designer, producer and strategist

## ABOUT ME

Dynamic and collaborative visual artist with 15+ years of expertise in graphic design and digital marketing. Highly skilled in visual storytelling and advertising strategies, with a proven ability to translate concepts into impactful, high-quality designs. Proficient in leveraging advanced design and production management tools to foster a cohesive, creative team environment that consistently delivers exceptional results exceeding client expectations.

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- designwithsr.com

## EDUCATION

### M.S IN PRODUCTION

2012 - 2014 COURSEWORK - ABT

FULL SAIL UNIVERSITY  
ORLANDO, FL

### B.S IN DIGITAL ARTS & DESIGN

2009 - 2011

FULL SAIL UNIVERSITY  
ORLANDO, FL

### ART HISTORY & ENGLISH

2008 - 2009

LEWIS & CLARK  
COMMUNITY  
GODFREY, IL

## SKILLS

PRODUCTION MGMT  
PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
FIGMA  
UI / UX DESIGN  
AFTER EFFECTS  
PREMIERE PRO  
AUDITION  
VIDEO EDITING  
JIRA / ASANA / SLACK  
HTML / CSS / JAVA  
OFFICE SUITE  
WINDOWS / MAC OS

## EXPERIENCE

### DIGITAL PRODUCER

EPSILON | 2022 - PRESENT

- Collaborates with a large international creative team to develop and maintain digital advertisements & social media content in various formats, including video, static, and interactive banner ads involving multi-million dollar campaigns.
- Clients include NFL, Anthropologie, Urban Outfitters, Total Wine & More, BMW, MINI USA, Bath and Body Works, UFC, and various other clients ranging from travel agencies to food and clothing.

### COMMUNICATIONS SPECIALIST

ISDC - ILLINOIS SENATE | 2021 - 2022

- Worked with a small team to create various materials such as flyers, pamphlets, web graphics, and social media content for the Illinois Senate Democratic Caucus (ISDC) and the sitting senate members during my time here.

### GRAPHIC DESIGNER / DIGITAL PRODUCER

NEWSCHANNEL 20 | 2014 - 2021

- Worked with a small production team in syndication with ABC, FOX, and CW in creating graphics, video & graphic advertisements, print materials, social media content, and other various designs for each of the networks as well as the station.
- Helped produce everything from print graphics such as pamphlets, business cards, billboards, posters, and vehicle wraps to shooting and editing entire commercials from pre-production to post.
- Was responsible for designing and maintaining live on-air graphics for news broadcasts and live events like Friday Night Rivals.

### GRAPHIC DESIGNER CONTRACT

WALT DISNEY CO. | 2011 - 2012

- Collaborated with Walt Disney Co. to develop branding guidelines, logo, and website mockups for a subsidiary.