



CODY RASMUSSEN WHITE

EDUCATION

University of Wisconsin - Stevens Point
Graphic Design | Bachelor of Fine Arts, May 2011

Denver School of the Arts
High School Arts Endorsed Diploma |
Visual Arts, May 2007

Career Education Center
Multimedia and Graphic Design, May 2007

AWARDS & INVOLVEMENT

- UWSP Arts Bash Scholarship
- Carleston Gallery, Juried Exhibition
- Arcadian Press Artistic Excellence Award
- UWSP Portfolio Review Scholarship
- CEC All Around Multimedia Excellence Award
- Thrifty Stick Skateboard Design Competition
- Dia De Los Muertos Show, Pirate Gallery
- D.S.A. Quarterly Show Award

- Volunteer Graphic Designer | Oceanic Global
- MSNBC The Last Word, #OFFTHECLIFF 2011, Button Design
- UWSP ALGA NowHERE Design Conference, Officer, Organizer
- Minnesota ALGA Design Camp, 2010, 2011, participant
- ALGA Milwaukee Student Folio Review, 2011, participant
- ALGA Minnesota Portfolio 1-on-1, 2010, participant
- Denver City Park Jazz Logo Design
- Museum of Outdoor Arts, Design & Build Award
- UWSP Swimming and Diving Team, 2007-2011, team member

CONTACT

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EXPERIENCE

Spring 2021- Spring 2022

SENIOR VISUAL DESIGN CONSULTANT - IBM – Strategic Sales, New York, NY
A member of IBM Consulting on their Strategic Sales – Americas Team, developing cohesive and unique branding and stories, and comprehensive visual strategies delivered through, presentation experiences including decks, videos, micro-sites, environmental design, hybrid meetings and more; for complex multi-million dollar (10M+) Strategic Sales opportunities. Routinely research client brands, the overall relationship and goals, as well as, design and communication standards and technical structures. Continue key interactions with Executives, Team Leads, Sales, and Writers amongst others to effectively deliver immersive presentation solutions and close deals (Deal Origination, RFPs, Orals etc.) with IBM's largest global clients.

Spring 2019- Spring 2020

LEAD GRAPHIC DESIGNER - cievets, New York, NY
This role is focuses on design and strategy, with an event emphasis. Responsible for design in: digital, print, stage, presentation, and environmental spaces. As well as, interactive signage and displays. Ensuring unique solutions while managing multiple projects at once. Design presentation deck/templates, and developed brand standards. As well as, created a green initiative to encourage a more environmentally friendly workplace and event operations.

Spring 2018- Fall 2018

SENIOR VISUAL DESIGNER - Valtech, New York, NY
Design Website and Mobile layouts, focused on UI/UX through the concept and prototype. Close collaboration with UX, development, strategy and creative teams to craft solutions for clients. Content integration and optimization for communication, enterinment and healthcare clients.

Winter 2016 - Winter 2017

GRAPHIC AND PRODUCTION DESIGNER - DIRECTV & AT&T, New York, NY
Design digital assets and marketing materials, for DIRECTV and AT&T Wireless. Create banner and marquee templates, implement brand updates, image touch-up and prioritize visual assets for device releases, events, campaigns, holidays, specials, new product launches etc.

Fall 2016 - Winter 2016

GRAPHIC DESIGNER - The Brooklyn Nets / Brooklyn Sports & Ent. Company, Brooklyn, NY

Create visual assets for The Brooklyn Nets (NBA), Barclay's Center, The New York Islanders (NHL) Hockey and Long Island Nets (NBA D-League). i.e. merchandise ads, stadium banners, vehicle wraps, corporate invites, environmental print/advertising pieces and venue activities and events.

Spring 2015 - Winter 2016

CREATIVE DIRECTOR & CHIEF OPERATIONS OFFICER -Zia Green Chile Co. Brooklyn, NY

Part owner, direct and design all digital, print and packaged goods. Managing daily and warehouse operations, employee schedules, and facilitating long term goals within the partnership.

Fall 2012 - Winter 2016

GRAPHIC/PACKAGE/PRODUCT DESIGNER - Xtreme Time | NES Group, NY, NY
Create all print, & digital assets. Including Ads, CADs, PDQs, Spec sheets, mood boards, trend reports, style guides, in-store displays. Create timepieces for multiple licensed brands & wholesale clients. Coordinate with manufactures, mangement and with engineers. Website updates, die-line management, show room and trade show display designs.