



CODY RASMUSSEN WHITE

UI | BRANDING | DESIGN STRATEGY

CONTACT

720.318.4052 | @cwhitecreative
www.codywhitecreative.com
codywhitecreative@gmail.com
[linkedin.com/in/codywhitecreative](https://www.linkedin.com/in/codywhitecreative)

INDUSTRY EXPERIENCE

HR Services, Staffing & Workforce Management, Digital Agency, Information Technology, Corporate Meetings & Events, Healthcare, Outdoor Recreation, E-commerce, Construction, Food & Beverage, Sports & Entertainment, Broadcasting, Beauty and Lifestyle, Hospitality, Transportation, Fashion & Accessories

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

EXPERIENCE

Spring 2022- Spring 2025

SENIOR CREATIVE DESIGNER - Magnit, Brooklyn, NY/Remote

A leading member of Magnit's Creative Team, responsible for driving innovative advertising and visual strategies that strengthened brand engagement. Provided project management and art direction for UI/UX design strategies for event websites and developed cohesive designs across digital, print, and environmental platforms. Led stage and booth designs, enhancing brand presence and audience engagement globally. Collaborated with executives and mentored junior designers to ensure a high-performing team delivered results aligned with the company's vision.

Spring 2021- Spring 2022

SENIOR VISUAL DESIGN CONSULTANT - IBM - Strategic Sales, New York, NY

As a member of IBM Consulting's Strategic Sales - Americas Team, I specialized in branding, storytelling, and visual strategies for \$10M+ opportunities. Developed client-focused presentations, videos, micro-sites, and hybrid meetings that closed \$18B in Consulting revenue in 2021-22. Collaborated cross-functionally to deliver immersive solutions that drove deal origination, RFPs, and orals for IBM's key accounts.

Spring 2019- Spring 2020

LEAD GRAPHIC DESIGNER - cievents, New York, NY

Led design and strategy, specializing in event experiences. Designed across digital, print, stage, presentations, environmental, and interactive media. Managed projects, developed templates and brand standards, and introduced a company-wide green event initiative.

Spring 2018- Fall 2018

SENIOR VISUAL DESIGNER - Valtech, New York, NY

Designed website and mobile layouts, focused on UI/UX through the concept and prototype. Collaborated closely with UX, development, strategy, and creative teams to craft client solutions. Content integration and optimization for communication, entertainment and healthcare clients.

Winter 2016 - Winter 2017

GRAPHIC AND PRODUCTION DESIGNER - DIRECTV & AT&T, New York, NY

Designed digital assets and marketing materials for DIRECTV and AT&T Wireless. Created banner and marquee templates; implemented brand updates and image edits; and prioritized visual assets for device releases, events, campaigns, holidays, specials, and new product launches.

Spring 2015 - Winter 2016

CREATIVE DIRECTOR & COO - Zia Green Chile Co. Brooklyn, NY

Part owner; directed and designed all digital, print, and packaged goods. Managed daily and warehouse operations, employee schedules, and facilitated long-term creative and company goals within the partnership.

"Creativity is contagious. Pass it on"
- Albert Einstein

**For backdated work experience, please see my LinkedIn or reach out. Thank you*