



CODY RASMUSSEN WHITE

UI | BRANDING | DESIGN STRATEGY

SUMMARY

I have over 12 years of experience in branding, visual design, and crafting unique designs for clients. My focus is on strategic, authentic solutions that deliver lasting impact across visual/UI, branding, digital, print, event, packaging, environmental design, and campaign leadership.

SKILLS & INDUSTRIES

- UI/UX Design
- Brand Strategy & Visual Design
- Environmental & Event Design
- Project Management
- Creative & Art Direction
- Motion Graphics
- Package Design

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

CONTACT

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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

SENIOR VISUAL DESIGNER - Magnit, Brooklyn, NY/Remote
Spring 2022- Spring 2025

- UI/UX Design
- Brand Strategy & Visual Design
- Environmental & Event Design

Led visual/UI strategies and innovative advertising, resulting in higher brand engagement and a successful rebrand launch. Managed digital assets and directed UI/UX design of event websites, internal landing pages and emails and routinely reviewed and improved user experiences across our digital, print, and environmental platforms. I also designed and directed booth designs for 35+ global and regional events, increasing booth traffic and greater brand awareness. Mentored junior designers, fostering a creative team that delivered on the company's goals and vision.

SENIOR VISUAL DESIGN CONSULTANT - IBM – Strategic Sales, New York, NY
Spring 2021- Spring 2022

- Client Research & Visual Strategy
- Brand Direction & Template Design
- Multimedia & Presentation Design

Specialized in branding, storytelling, and visual strategies for \$10M+ opportunities within IBM Consulting's Strategic Sales – Americas Team. Developed client-focused presentations, videos, micro-sites, and hybrid meetings that closed \$18B in consulting revenue in 2021-22. Delivered 20+ immersive, cross-functional solutions that drove deal origination, RFPs, and orals for IBM's key accounts.

LEAD GRAPHIC DESIGNER - cievevents, New York, NY
Spring 2019- Spring 2020

- Event Experiences/Stage Design
- Brand Direction & Template Design
- Client Research & Visual Strategy

Led design and strategy for 35+ impactful event experiences. Crafted designs across digital, print, stage, presentations, environmental, and interactive media. Managed projects, established design templates and brand standards, and pioneered a company-wide green event initiative.

SENIOR VISUAL DESIGNER - Valtech, New York, NY
Winter 2018- Winter 2019

- UI/UX Design
- Client Solution Design
- Content Integration & Optimization

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.