

## Roger Jensen

Full-Stack Designer | UX/UI, Product, Branding & Visual Design

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### Profile

I'm a full-stack designer with 10+ years of experience creating digital experiences, memorable brands, and design work that connects with real people. My background spans UX/UI design, product design, branding, visual design, information architecture, campaign design, and creative direction, with hands-on HTML/CSS fluency that helps bridge design and development.

I've worked across websites, digital products, brand systems, and marketing campaigns, combining user-centered thinking, visual storytelling, and strong execution to bring ideas from concept to launch.

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### Core Expertise

UX/UI Design • Product Design • Branding • Visual Design • Information Architecture • Campaign Design • Creative Direction • Wireframing • Prototyping • Responsive Design • Design Systems • HTML/CSS • Figma • Adobe Creative Suite

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### Experience

Principal Freelance Designer

Remote | 2014 - Present

Lead end-to-end design across UX/UI, branding, websites, landing pages, and campaign creative for small businesses, nonprofits, and e-commerce brands.

- Designed user-centered web and mobile experiences with a focus on usability, accessibility, and responsive design
- Built wireframes, user flows, prototypes, and reusable UI patterns in Figma
- Led branding and visual design initiatives including logos, identity systems, campaign assets, and digital collateral
- Applied information architecture and content hierarchy to create clearer, more intuitive user journeys

- Developed landing pages, email templates, and marketing creative aligned with business goals and brand voice
  - Collaborated directly with clients and stakeholders to shape strategy, creative direction, and final execution
  - Used HTML/CSS fluency to support developer collaboration and stronger implementation
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## Brand & Marketing Support

### Goodwill | 2018 - 2019

- Created retail signage, promotional assets, and branded marketing materials
  - Supported campaign communication through clear, engaging visual design
  - Maintained brand consistency in a fast-paced production environment
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## Graphic Designer (Volunteer)

### Animeals | 2015 - 2019

- Designed print and digital assets for fundraising, outreach, and adoption initiatives
  - Supported community engagement through mission-driven visual storytelling
  - Created clear, accessible materials aligned with nonprofit goals
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## Education

### B.A. in Graphic Design

Southern New Hampshire University | 2025 | GPA: 3.5

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## Certifications

UX Design • Digital Marketing • Project Management • Data Analytics