

Roger Jensen

Multidisciplinary Designer | UX/UI · Branding · Visual Design

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Profile

Multidisciplinary designer with a B.A. in Graphic Design & Media Arts and a growing focus on UX/UI, branding, and digital design.

Skilled in combining visual communication, user-centered thinking, and front-end fundamentals to create thoughtful digital experiences and cohesive visual systems. Currently pursuing an MBA in Marketing, expanding my understanding of brand strategy, audiences, and the connection between design and business goals.

Core Skills

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

Design Experience

Independent Design Projects

- Developed UX/UI concepts for responsive websites and digital experiences
- Created user flows, wireframes, prototypes, and interface designs in Figma
- Applied information architecture principles to improve content hierarchy, navigation, and usability
- Designed brand identities and visual systems using typography, color, imagery, and layout
- Created campaign concepts and supporting assets across digital and print applications
- Applied responsive design principles across desktop and mobile experiences
- Used HTML/CSS to translate design concepts into functional front-end experiences
- Developed projects from initial research and concept development through final design and presentation

Brand & Marketing Support

Goodwill | 2018 - 2019

- Created retail signage, promotional assets, and branded marketing materials
- Supported marketing communications through clear and engaging visual design
- Maintained visual consistency across branded materials

Graphic Designer -Volunteer

Animeals | 2015 - 2019

- Created print and digital materials supporting fundraising, outreach, and adoption initiatives
- Designed visual communications aligned with nonprofit goals and community needs
- Supported outreach through accessible, mission-focused design

Education

M.B.A- Marketing

Pittsburg State University, KS | In Progress | Estimated Graduation Summer 2027

B.A. in Graphic Design & Media Arts

Southern New Hampshire University | 2025 | GPA: 3.5

Certifications

UX Design • Digital Marketing • Project Management • Data Analytics