



# ROME MCCULLOCH

## Contact

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- @designedby.rome

## Education

### Visual College of Art and Design

Certificate of Graphic Design | 2021  
Outstanding Achievement Award

### Grenoble École de Management

Certificate of Entrepreneurship | 2018

### Dalhousie University

Bachelor of Management | 2019

## Skills

### Technical

- Adobe Creative Suite
  - Photoshop
  - Illustrator
  - InDesign
  - After Effects
  - Adobe XD
  - Adobe Animate
  - Lightroom
  - Dreamweaver
- Microsoft Office Programs
- Figma
- Google Suite
- Procreate
- Drawing and Painting

## Profile

Design-oriented, motivated, and outgoing—I love being surrounded by people, and **I have red hair.**

Strong creative skills shown through the various design work I have successfully completed for companies with unique stories, values, and needs.

Ability to communicate socially and professionally with others to influence and stimulate their energy as demonstrated through my customer sales and service work at Saxon Chocolates, Starbucks, and Better Bodies

## Experience

### \* EVERPLAY ENTERTAINMENT— CREATIVE DIRECTOR

VANCOUVER, BC | SEPT 2023–FEBRUARY 2024

Spearheaded innovative and compelling visual strategies while overseeing the conceptualization and execution of dynamic creative projects. Leveraging a keen eye for design and a strategic mindset to deliver impactful solutions that elevate brand identity and resonate with target audiences.

### \* EVERPLAY ENTERTAINMENT— SENIOR GRAPHIC DESIGNER

VANCOUVER, BC | 2021–CURRENT

Specializing in branding, promotional materials, and asset creation for musicians and startups. Leading a design team to ensure exceptional project delivery, I am actively engaged in business development, collaborating on brand strategies, marketing plans, and business initiatives for startups.

### NO.9 CLOUD9 FESTIVAL— INTERACTIVE ART DIRECTOR, KINGSTON, ON | 2023

Led the creation of an interactive mosaic art structure, managing the entire process from concept to execution. Coordinated materials, sponsorships, and donations, while also developing social media marketing and merchandise for the festival.

### FREELANCE — GRAPHIC DESIGNER REMOTE | 2015–CURRENT

Collaborating with a diverse range of clients, including Saxon Chocolates, Fango, Blonde Mamba, Cloud9 Festival, Grube Ventures, and Cypress Studios. Designing comprehensive branding, promotional material, and asset creation, including package design, front-end web design, marketing, and illustration.

### AXIOM CAPITAL MANAGEMENT— GRAPHIC DESIGNER, NEW YORK, NY | 2018–2019

Developing compelling promotional materials, including impactful logos and corporate brochures, for Axiom Capital Management in New York. The design work aimed to attract a younger, upwardly mobile clientele and successfully conveyed the company's brand identity.

\* Formerly under the name Crank Media