

# roxie

Roxie Ferguson  
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## EDUCATION

**Iowa State University | Ames, IA | May 2011**

*College of Design, BFA Graphic Design*

**College of Design Rome Program | Rome, Italy | Fall 2010**

*Semester-long study abroad*

## EXPERIENCE

**Moxie Sozo | Boulder, CO | November 2012–Present**

**Designer**

*Design, art direction, project management, print production*

**Sterling-Rice Group | Boulder, CO | September 2012**

**Art Director Intern**

*Developed conceptually driven advertising campaigns, production design*

**ZLRignition | Des Moines, IA | July 2011–June 2012**

**Junior Art Director**

*Design, art direction, conceptually driven advertising campaigns*

**INVISION Architecture | Des Moines, IA | Summer 2010**

**Graphic Design Internship**

*Photorealistic renderings, designed and prepared RFPs, signage design*

## AWARDS & EXHIBITIONS

**American Advertising Federation of Des Moines | Spring 2012**

**Iowa Department of Public Health | Gold Regional ADDY**

*Collaborated with designers to create a campaign to prevent underage drinking*

*Four gold ADDYs were awarded for outdoor and TV advertising*

**The American Advertising Federation | Spring 2012**

**Bottle Caps | Silver National ADDY**

*Designed bottle caps used in mixed-media campaign to prevent underage*

*drinking created for the Iowa Department of Public Health*

## SKILLS

**Proficient In**

*InDesign, Photoshop, Illustrator*

**Emphasis**

*Design, branding, art direction, lettering, print production*

**References**

*Available upon request*