



# PERSONAL INFO

## RODNEY YOUNG - GRAPHIC DESIGNER

### Contact

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Rebekkavej 44, 2900, Hellerup

### Languages

English - Native speaker

# PROFILE

Senior Graphic Designer with extensive experience designing and scaling visual systems for enterprise SaaS and technology-driven organizations. Strong background in presentation systems, internal and external communication, brand governance, and simplifying complex technical concepts into clear, structured visual narratives. Comfortable operating in fast-paced, global environments with a high level of ownership and executional responsibility.



# EXPERIENCE

## SENIOR GRAPHIC DESIGNER

### Spyker Systems - Remote - 2024 to Present

- Lead end-to-end design execution across brand, marketing, and internal communication for a global SaaS platform
- Own and manage company-wide presentation systems, templates, and visual standards used across leadership, sales, marketing, and internal teams
- Translate complex product, platform, and technical concepts into clear visual systems for presentations, whitepapers, and training materials
- Maintain and evolve visual brand identity across digital and print touchpoints
- Design assets for paid and organic social media, websites, landing pages, and marketing campaigns
- Create layouts for long-form content including whitepapers and enablement materials
- Train and support internal stakeholders in the effective use of design assets and presentation templates
- Use AI-driven design tools to streamline workflows while maintaining high visual quality and consistency

## GRAPHIC DESIGNER

### Spyker Systems - Remote - 2023 to 2024

- Delivered graphic design support across marketing, brand, and internal communication initiatives
- Designed visual assets for social media campaigns, presentations, whitepapers, and marketing materials
- Illustrated technical workflows and complex concepts for use in presentations and external communication
- Supported brand consistency across digital, print, and event-related materials
- Built and adapted landing pages and email templates using WordPress and HubSpot
- Collaborated closely with marketing and content teams in a fast-paced SaaS environment

## CONTENT DESIGNER

### Spyker Systems - Berlin - 2020 to 2023

- Designed content-driven visual assets supporting marketing and internal communication efforts
- Created structured layouts and visual systems for presentations, whitepapers, and long-form content
- Produced assets for paid and organic social media campaigns
- Illustrated complex technical concepts through diagrams and visual storytelling
- Wrote short-form copy for targeted paid social advertisements
- Built and maintained email templates using Mailchimp
- Worked cross-functionally with marketing and communication stakeholders



## EXPERIENCE

### VISUAL STORYTELLER

iconmobile group - Berlin - 2019 to 2020

- Designed high-impact pitch presentations for external clients including global brands
- Created visual narratives and technical illustrations to communicate complex ideas clearly
- Designed and built websites using WordPress and HTML
- Collaborated with marketing and business strategists to align visuals with strategic messaging
- Delivered work under tight deadlines in a distributed, remote team environment

### CREATIVE DESIGNER

rcp: remote control productions - Munich - 2017 to 2019

- Delivered end-to-end creative design across branding, marketing, digital, and live event initiatives
- Designed internal presentations, external pitch decks, and marketing materials
- Built and maintained websites using WordPress and HTML, including updates and debugging
- Created illustrations and graphical assets for presentations and campaigns
- Designed exhibition booth visuals and supporting materials for external events
- Produced and edited video content for internal events, pitches, trailers, and social media
- Managed live video streaming for internal and external productions



## EDUCATION

### BACHELOR OF FINE ARTS

Academy of Art University - San Francisco - Grad. 2016



## TOOLS & SKILLS

### DESIGN & LAYOUT

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Audition) Figma, Powerpoint

### WEB & DIGITAL

WordPress, HTML & CSS, HubSpot, Mailchimp, SharePoint-ready Presentation Systems

### SPECIALTIES

Presentation Design, Enterprise Branding, Visual Identity Systems, Technical Illustration, Internal Communications, Video Production, AI-assisted Design Workflows