

RODNEY
YOUNG

PORTFOLIO

SUMMARY

Created a bold visual language for Spryker's enterprise sales presentations that evolved into a company-wide Brand & Presentation Design System used across presentations, marketing campaigns, and technical infographics.

ROLE

Senior Graphic Designer

RESPONSIBILITIES

- Brand Identity
- Presentation Design
- Marketing Design
- Technical Infographics
- Design Systems
- Team Enablement

Company: Spryker

Industry: Enterprise E-Commerce



SPRYKER BRAND & PRESENTATION DESIGN SYSTEM

SUMMARY CONTINUED

What began as a bold visual language for Spryker's enterprise sales presentations grew into a company-wide design system. The same principles were applied across presentation templates, marketing campaigns, and technical infographics, creating a more consistent and recognizable visual identity throughout the company.



SUMMARY

Helped shape a new community platform from the ground up by contributing to its naming, logo, visual identity, website, and launch campaign. Combining the jungle theme of Spryker Safari with the idea of space exploration, I created an "alien jungle" visual language for the brand.

ROLE

Senior Graphic Designer

RESPONSIBILITIES

- Brand Identity
- Logo Design
- Visual Identity
- Website Design
- Marketing Design
- Campaign Assets

Company: Spryker

Industry: Enterprise
E-Commerce



COMMERCEQUEST BRAND IDENTITY

SUMMARY

Created a reusable brand identity for Spryker's annual employee retreat centered around the company's mascot, Oskar. Each year introduced a new creative theme while maintaining a consistent illustration style across event graphics, signage, apparel, and maps.

ROLE

Senior Graphic Designer

RESPONSIBILITIES

- Brand Identity
- Illustration
- Event Branding
- Environmental Graphics
- Print Design
- Asset Production

PROJECT DETAILS

Company: Spryker

Industry: Enterprise
E-Commerce



ANNUAL RETREAT BRANDING SYSTEM

SUMMARY

Developed the visual identity and campaign assets for an independent retail campaign concept. Working from a creative brief and campaign direction, I created a cohesive design system inspired by retro athletics, balancing nostalgia, readability, and vibrant imagery across print and digital applications.

ROLE

Graphic Designer

RESPONSIBILITIES

- Campaign Design
- Visual Identity
- Design Systems
- Art Direction
- Print Design
- Digital Marketing Assets

Company: Independent Campaign Concept

Industry: Retail Sportswear & Sporting Goods



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LIFESTYLE SPORTS CAMPAIGN

SUMMARY

Designed the interface for a prototype smart mirror at iconmobile, transforming a predefined user journey into a polished, production-ready UI. Working under an accelerated deadline, the interface was completed remotely in time for demonstration at CES.

ROLE

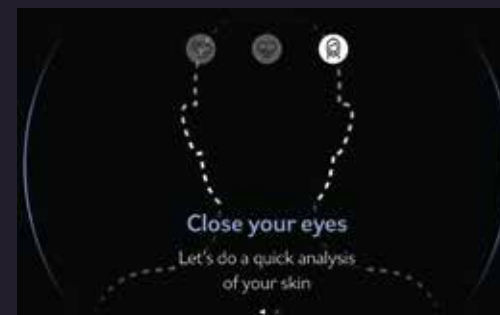
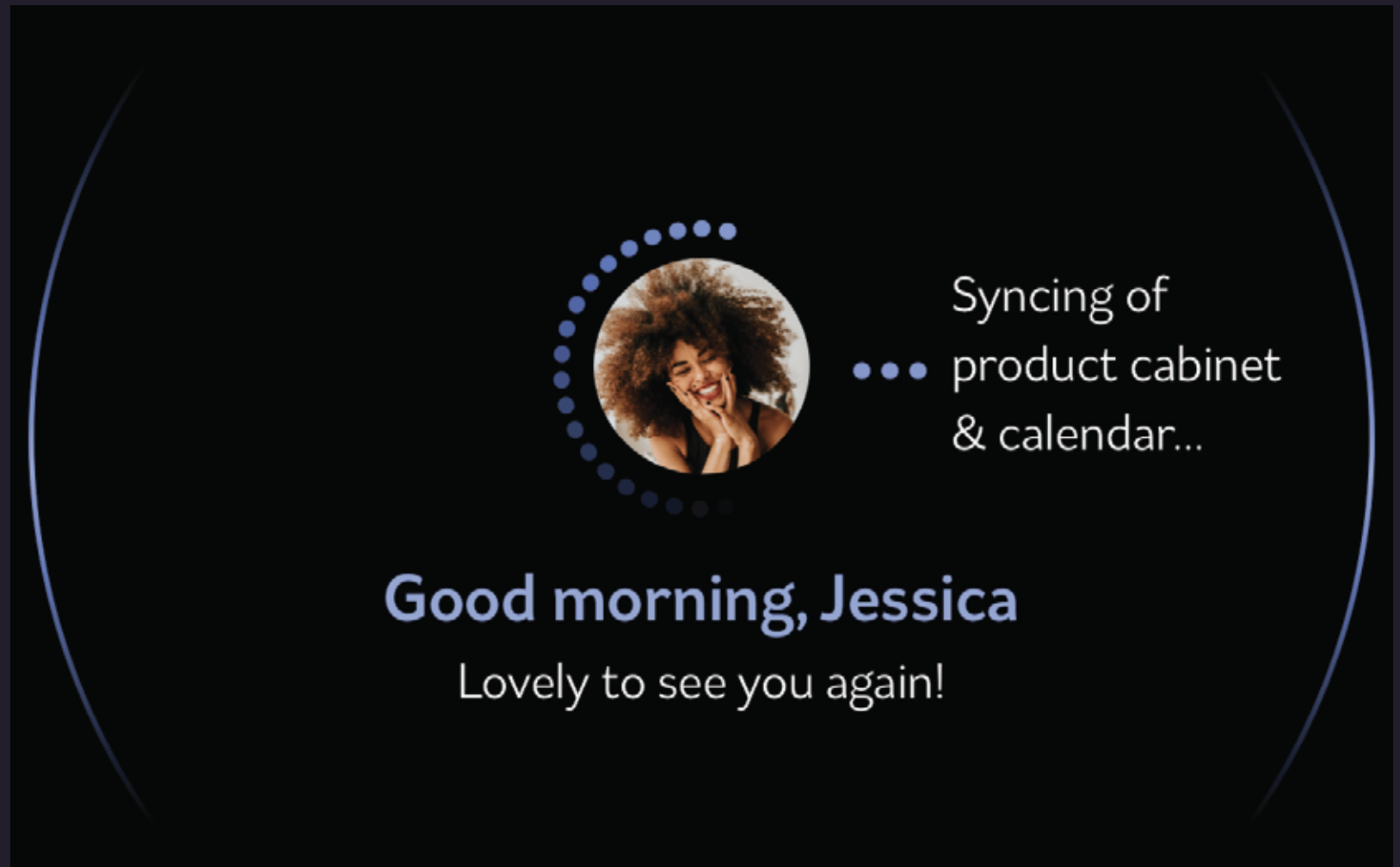
Graphic Designer

RESPONSIBILITIES

- UI Design
- Interface Design
- Visual Design
- User Interface Mockups
- Rapid Design

Company: iconmobile

Industry: Innovation Consultancy / Digital Experiences



RETAIL SMART MIRROR UI

SUMMARY

Collaborated with the head of banbutsu to develop the concept for a personalized mobility application that combined ride-sharing with curated local experiences. I designed the mobile interface, creating UI mockups that demonstrated how contextual user data could deliver a seamless, personalized user experience.

ROLE

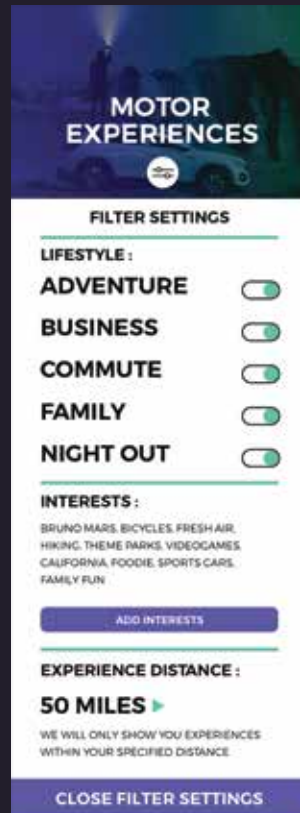
Graphic Designer

RESPONSIBILITIES

- Concept Development
- Mobile UI Design
- Visual Design
- User Interface Mockups
- Interaction Design

Company: banbutsu
(iconmobile)

Industry: Mobility & Digital
Services



PERSONALIZED MOBILITY EXPERIENCE

SUMMARY

An original analog horror series presented through a fictional archive of recovered extraterrestrial transmissions. An independent multimedia project combining branding, motion graphics, UI design, sound design, voice acting, and storytelling.

ROLE

Creator & Creative Director

RESPONSIBILITIES

- Creative Direction
- Brand Identity
- Motion Graphics
- UI Design
- Typography
- Video Editing
- Sound Design
- Voice Acting
- Writing
- Worldbuilding

Company: Independent Project

Industry: Entertainment / Digital Media



THE EXOSYSTEM TRANSMISSION ARCHIVE (XTA)

EXOSYSTEM TRANSMISSION ARCHIVE

LOG ID: R128-AC01-ENTRY03

The system generated the alert before the structure became visible during manual review.

We verified the sequence repeatedly.

Every subsequent playback now contains the pattern.

The archive logs show|

STATUS: NO DEVIATION DETECTED

NAME: A. CHEN

OCC: SYSTEMS ANALYST

ID: R128-AC01

SIG

SPEC

SOURCE: ROSS 128 ARCHIVE PROCESSING

TIMESTAMP: 18:04:56

SIGNAL: PATTERN DETECTED

SYNC: UNSTABLE

INTEGRITY: 97.9%

XTA

NAME: KESSLER

OCC: SIGNAL RESEARCH LEAD

ID: R128-K01

SIG

SPEC

SOURCE: ROSS 128 RESEARCH FACILITY

TIMESTAMP: 13:52:11

SIGNAL: STABLE

SYNC: ALIGNED

INTEGRITY: 99.9%

XTA

ROSS 128 INCIDENT

MERCER

ARCHIVE

RECOVERED ARCHIVE MATERIAL

R128 - AC01 | ENTRY 001

FOR INTERNAL REVIEW ONLY

XTA

SUBSCRIBE FOR CONTINUED ACCESS

INSTALLING ARCHIVE NOW...

RESTORING TRANSMISSION DATABASE...

RETRIEVING LOG FILE...

they no longer produce a verifiable chronology.

Subsequent transmissions attributed to the Ross 128 Research Facility continue to be received.

Origin authentication procedures are no longer |

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CONTACT