



ABOUT ME

Visual Communication Designer with 5 years of experience specializing in brand identity, logo design, print and digital media design for local & nationwide mom & pop businesses.

CONTACT

✉ rcgdesign.nj@gmail.com

📞 609.598.3615

📍 Toms River, New Jersey

🌐 www.linkedin.com/in/robert-c-george

INTERESTS

Brand Identity Design
Logo Creation
Social Media
Print & Digital Media
Advertising
Package Design
Web Design
AI Integrations

SKILLS

- Creative Thinker
- Strong Collaborator
- Strategic Planner
- Detail-Oriented
- Receptive
- Time Management

SOFTWARE



WORK EXPERIENCE

COLOSSUS MEDIA GROUP / SUDS DIGITAL

Senior Graphic & Brand Designer

February 2021 - Present (Eatontown, NJ)

- Creates and evolves brand identities for laundromats nationwide as well as local mom and pop shops/franchises around New Jersey.
- Crafts integrated design assets across digital and print to support client marketing campaigns.
- Collaborates directly with clients, marketing, and development teams, presents concepts, manages feedback, and ensures alignment with strategic goals.
- Oversees multiple projects simultaneously, manages timelines, and junior designers to ensure on-time, on-brand delivery.
- Optimize internal design workflows and processes to improve efficiency and maintain consistency across projects.
- Maintain deep awareness of industry trends, competitor branding, and design best practices to inform creative direction and innovation.

MONTCLAIR STATE UNIVERSITY

Computer Lab Assistant

Jan 2019 - March 2020 (Montclair, NJ)

- Assisted students in the visual communication design program with adobe applications, printers, and studio tools.
- Kept studio and computer stations clean.
- Monitored students using the lab.

EDUCATION

MONTCLAIR STATE UNIVERSITY

BFA Visual Communication Design

Montclair, New Jersey

May 2021
(GPA: 3.538)

OCEAN COUNTY COLLEGE

Associates in Liberal Arts

Toms River, New Jersey

May 2018
(GPA: 3.75)