

**ROGER P. THOM**

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**SUMMARY**

15+ years experience as a communications manager with extensive expertise in strategic marketing and rapid ideation for internal and external environments. Bringing a proven knowledge of traditional and digital design, market strategy, team management and industry recognized solutions for global brands.

**EXPERIENCE****Creative Director/Marketing Strategist for Open Fire Design**

Salt Lake City, UT // 2000 – Present

Creative director with extensive experience overseeing strategic multi-disciplinary design initiatives in a cooperative environment. Broad experience managing collaborative teams of art directors, graphic designers, copywriters, UX and UI developers.

- design solutions
- brand strategizing
- rapid ideation
- information architecture

**CLIENTS & PROJECTS**

United Nations Relief and Works Agency (UNRWA) -- "Sulafa Centre" Global Campaign

EQQIL Nutritional Supplement – Corporate Brand Strategy for New Product Launch

American Heart Association -- "Go Red for Women" National Campaign

**College Public Relations Associate for the University of Utah**

Salt Lake City, UT // 2012 – 2015

Oversaw design, marketing and public relations objectives for the College of Architecture + Planning at the University of Utah. Collaborated with and led various departments in creating and producing internal and external communications and branding initiatives. Acted as liaison between the college, university marketing as well as the architecture, planning and design communities.

**KEY PROJECTS**

Created, developed and implemented a suite of 12 College of Architecture + Planning websites and affiliate sites

Oversaw current college brand scope and future branding initiatives while delivering ongoing design strategies

Designed and produced graphic communication and editorial content for college websites, press releases, recruiting materials, social media and marketing collateral

## **ROGER P. THOM**

### **Marketing Manager for Ririe-Woodbury Dance Company**

Salt Lake City, UT // 2010 – 2012

Negotiated contracts, bookings and fees between professional dance company and theatre presenters across the United States and abroad

Secured funding within a \$1,000,000.00 operating budget from various grant sources including a National Endowment for the Arts (NEA) grant for \$60,000.00

### **In-House Art Director/Graphic Designer for Artichokes & Co.**

Salt Lake City, UT // 2007 – 2009

Led art direction and graphic design of all collateral associated with the Artichokes & Co. brand including print, catalog, packaging, web, signage

Created and implemented additional featured brands distributed by Artichokes & Co.

### **Agency Art Director/Graphic Designer for The Storey Agency**

Salt Lake City, UT // 2004 – 2007

Oversaw design directives for boutique advertising agency

### **Sr. Graphic Designer/Online Marketing Specialist for Overstock.com**

Salt Lake City, UT // 1999 – 2003

Launched Overstock.com brand initiative, logo and initial web design

## **SKILLS**

### Management

Extensive experience managing large teams of diverse personalities with multi-disciplinary skill sets in deadline driven environments and leading cross-functional team collaborations

### Technical

Mac OS, Windows, Adobe Creative Suite, Microsoft Office, HTML/CSS, JavaScript, Content Management Systems, Wordpress Multi-Site Publishing, Social Media Platforms, Video Production, Photography

## **EDUCATION**

University of Utah, Salt Lake City, UT – Integrated Strategic Marketing Certificate

Utah State University, Logan, UT – Bachelor's Degree

Organizational Communications with an emphasis in advertising, marketing and public relations

## **ASSOCIATIONS**

AIA, American Institute of Architects

AIIGA, American Institute for Graphic Arts

University of Utah Communications Committee