



# FERN ROATH

BFA Visual Communication Design, Cornish College of the Arts  
fernroath.com

Designer & illustrator with 5+ years of experience in quick turn around, highly collaborative production and digital design spaces. Bachelors in visual communication design and self-taught in UI/UX with working knowledge of HTML & CSS.



## EXPERIENCE

### Art Director & Designer

*Calm Cactus Goods, Feb 2021 - current*

As sole proprietor at Calm Cactus my responsibilities extend from initial concept to production-ready design of high quality limited edition goods. In addition to creating handcrafted prints and accessories, I've worked with manufacturers to produce custom apparel, pins and more for the storefront. Calm Cactus has been a place to explore different media and embrace the process of creation.

### Visual Designer

*Turn 10 Studios at Microsoft (Yoh Technologies), Feb 2019 - Nov 2020*

In my role I created the foundational design system that was used by my team and vendors to produce assets spanning across marketing materials, social media presence, broadcasting screens and physical set design for the Forza video game franchise. Other responsibilities included maintaining the brand guidelines of Microsoft-hosted community events and broadcasting for e-sports competitions like Forza Racing Championship.

### Visual Digital Designer

*Wizards of the Coast at Hasbro (The Creative Group), Feb 2018 - Sep 2018*

I had the pleasure of illustrating digital guides and advertising for Magic: The Gathering community events and product launches. I worked with my team's art director to bring to life ad campaigns for set releases while juggling competing project deadlines. In order to support internationalization needs, I created Photoshop templates which streamlined ad creation in eleven languages across multiple releases.

### Junior Designer & Marketing Communication Specialist

*Wireless Advocates (Creative Circle), Jun 2016 - Feb 2018*

### Poster Designer

*Theatre Department at Cornish College of the Arts, Sep 2015 - May 2016*



## SOFTWARE & SKILLS

Adobe AI + PS + ID + AE, Sketch, Procreate, HTML, CSS, git, JIRA, macOS, Windows, Microsoft Office, illustration, typography, ideation, branding