



# Freddie Rogers

Making ideas happen for the past 21 years

I pour my passion into my career and design, always giving my all. Driven by enthusiasm, I lead teams to success with motivation and initiative. I'm hands-on, collaborating smoothly with colleagues. I love learning and embrace new challenges eagerly. Reliable and punctual, I never back down from a challenge. With excellent communication skills, I connect effortlessly with clients and team members, making every interaction a positive one.

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## Skills



**Graphic design expert:** NVQ level two, skilled in Adobe Creative Cloud, Workbook, Trello, Slack, SharePoint, WIX, Google Workspace, WordPress, Methode, and AI tools.



**Artworking** expert.



**Microsoft 365 expert**, using all software in the 365 range.



**Detail-oriented**, excelling in artworking, digital, and print for stunning designs.



**Typography** and layout expert.



**Collaborate** closely with creative/account directors and clients for project requirements, offering artistic direction and strategic planning.



**Mentor and on-boarder** of new designers, shaping the next generation of talent.



**Strong communicator** in both written and spoken English with excellent organisational and customer service skills.



**Fully qualified first aider** with a British Red Cross certificate.



**Work closely with teams** from conception to sign-off, liaising with directors, printers, and suppliers.



**Photography** and **videography** experience.



**Always ready** for challenges.

## Professional Experience

### Creative Bid Content Manager | Lexington | Elior

#### February 2025 - Present

As Creative Bid Content Manager, I play a key role in driving compelling, on-brand tender submissions and sales presentations across Lexington, Stadia & Concessions. I work closely with business development, marketing, and design teams to manage and produce high-quality bid and proposal content that is both strategic and visually engaging. I lead the coordination and maintenance of a central content library, ensuring all material is clear, consistent, and aligned with brand standards.

My responsibilities include writing, reviewing, and editing bespoke responses for tenders, RFIs, and presentations, while managing timelines, content planning, and internal workflows to meet tight deadlines. I actively support the wider sales team, helping shape proposal strategy, presentation collateral, and marketing content, and provide creative input to enhance storytelling and client engagement. I also support the logistics and materials for site visits, tenders, and events, ensuring a seamless connection between Head Office and client sites.

Beyond content, I oversee the organisation of sales collateral, stock levels, and digital assets, while contributing to the planning and execution of company events. With a focus on collaboration, creativity, and precision, I help position the business to win and retain key contracts through a blend of strategic thinking and standout execution.

### Graphic Designer and Printer | Silver Image

#### November 2024 – February 2025

Experienced in delivering end-to-end print solutions across packaging, marketing collateral, and promotional materials, I create print-ready artwork through expert layout design, colour correction, and image retouching, always ensuring technical precision. I manage a wide range of print formats, from large-scale banners and signage to offset, textile, and digital printing—adapting each design to suit materials, technologies, and project goals.

With strong project management skills, I coordinate timelines, budgets, and cross-functional teams to deliver high-quality results on time. I work closely with vendors, lead on press checks, and troubleshoot technical issues to maintain consistency and accuracy. Sustainability is a key focus, and I actively recommend eco-friendly materials and processes. I stay ahead of industry trends and innovations to keep output fresh and relevant, while maintaining well-organised archives of assets and documentation for future use.



# Feedback



## Marketing Strategist

"Working with Freddie has been an absolute pleasure! His professionalism, friendliness, and super responsiveness made every interaction smooth and enjoyable. Freddie's accommodating nature and his knack for offering great advice truly set him apart. No matter the project, he always found a way to bring our ideas to life and deliver them with remarkable efficiency. It was great working with him!"

## Feedback from a former Creative Director

"I am pleased to recommend Freddie Lou Rogers, who excelled as a project manager in our creative team at DLA Piper / Paragon. Freddie demonstrated outstanding leadership, ensuring the seamless delivery of complex creative projects on time and within budget.

Their ability to coordinate cross-functional teams, foster collaboration, and maintain clear communication with stakeholders consistently elevated the team's performance. Freddie's attention to detail, problem-solving skills, and talent for balancing creativity with practical execution made a significant impact on our work.

I am confident Freddie will bring the same dedication and professionalism to their next role. Please feel free to contact me for further details.."

## Feedback from the Internal Communications Senior Vice President

"I've had the pleasure of working with Freddie for the last 4 years. He is a very reliable and safe pair of hands that always strives to go above and beyond for a client. When Freddie joined the bank he brought with him a very creative, curious and determined attitude. No job is too big or small, and I know when I am working with him I will always be presented with 'options' and a unique perspective. He often makes me think outside of our 'comfort zone' when approaching particular projects, and brings with him a wealth of creative thinking that is extremely valued in a somewhat, restricted environment. He is an incredible asset to our creative services team, and I for one will miss his enthusiastic and energetic nature."

## Creative Production Manager | DLA Piper | Paragon

April 2023 - November 2024



**Global Project Coordination:** I am an integral part of a global creative production team, coordinating, from start to finish and collaborating on diverse projects across AI, print, digital content, social, events, campaigns and all other design project types.

**Collaborative Design Leadership:** Working as a self-motivated Creative Production Manager collaborating closely with Account Director and Creative Lead. Excelling in multitasking, finding quick solutions, and remaining cool under pressure, fostering strong client and team relationships.

**Innovative Studio Champion:** I possess natural problem solving skills and champion a detail-oriented studio process. I strive on excellent communication, bringing innovation using tools like Adobe Creative Cloud, Office 365, Co-Pilot, ElevenLabs, ChatGPT, Workbook, and multiple AI platforms. I manage weekly, monthly, and quarterly reports with a focus on day-to-day team operations, studio and project management, contributing a unique style to the dynamic, creative environment in line with company values.

## Creative Manager | Bank of America | Williams Lea

March 2020 - April 2023



**Architect of daily creative and graphic excellence,** I meticulously planned operations for maximum efficiency, ensuring precision in adhering to processes and contractual obligations. Giving creative direction to ensure projects meet client expectations.

**Exemplifying leadership,** I nurtured team performance through personalised development plans, conducting tailored training sessions and reviews, fostering a vibrant and productive working environment.

**Prioritising effective communication,** I championed teamwork and service excellence while seamlessly managing administrative tasks and ensuring top-tier talent during staff selection and recruitment for our graphic, videography and photography studio.

## Freelance illustrator | The Sun | News International

January 2019 - December 2022



**Freelance Graphic Designer/Illustrator,** collaborating with a major newspaper's graphics and sports desk. Thriving under tight deadlines, I crafted captivating graphics for news and sports features using Adobe Illustrator, Photoshop, and Methode. Working closely with a talented team, I delivered high-quality graphics with quick turnaround, engaging audiences in every project.

## Senior Artworker | Bank of America | Williams Lea

March 2019 - March 2020



**Led print, digital, and interactive projects** as the Senior Creative Artworker, infusing each with the brand's essence. Revamped the brand folder, streamlined processes, and crafted studio templates, while also taking on additional roles in workflow and print buying.

**Spearheaded a recent rebrand,** managing and creating all printed stationery in collaboration with diverse teams. My commitment to consistency, meticulous attention to detail, and a strategic approach positions me as a valuable asset for any project or team.

## Graphic Designer | Barclays / Barclaycard | Williams Lea

February 2010 - March 2019



**Ascended from junior to middleweight designer** in the Creative Services department, showcasing prowess through a successful six-month secondment and intensive training. Specialised in designing and executing diverse investment bank projects with a 12-person print and web team, highlighting proficiency in InDesign, Illustrator, Photoshop, Acrobat, and Microsoft Office.

**Beyond design,** I seamlessly transitioned into roles as a workflow controller, client focus executive, and daily project manager. My extensive client-facing experience contributes to generating new business and providing top-notch customer service. Additionally, I've taken on responsibilities as a studio manager, overseeing administrative requirements and managing outsourced print needs.

## Feedback



### Feedback from the Ada, National College for Digital Skills, where I supported students with an infographic challenge

"Huge thanks to Freddie Rogers who helped to make the event a huge success.

From my perspective this was the most successful Infographic Challenge we have ever run and this was due to you sharing your expertise during the early stages and then you personally as a judge.

You gave some really helpful advice to the final teams and it was lovely to see how proud they were of the positive things you said.

A huge thank you to you for making the time. I know that in your role especially you are often battling tight deadlines which makes it even greater that you were so generous with the young people. You made an impact on those 90 young people and I am sure you will have inspired many of them to follow a creative careers."

### Feedback from a colleague

"Freddie is an absolute inspiration wanting to go further for the client and providing exemplar service, every morning as he walks in gives everyone a boost of energy just through his presence, lifting his colleagues to be a better version of themselves - its clear to see Freddie won't stop until the right result is achieved for the client and will liaise with his team to gain the perfect result and whether your in his team or not it resonates around the department."

### Former Senior Designer

"I had the privilege of working with Freddie, and I can't recommend him highly enough. His unwavering positive attitude, genuine empathy, and resilience made him an exceptional workflow manager.

Freddie has an incredible ability to navigate complex situations with understanding and professionalism, ensuring everyone feels valued. He consistently goes above and beyond, often working overtime to deliver outstanding results — all with a smile and a problem-solving mindset.

If you're looking for someone who leads with compassion, stays calm under pressure, and delivers exceptional results, Freddie is that person.

## Print and Repro roles | Various Companies | Various Sites



### July 2002 – January 2010

**Between 2002 and 2004, gained screen printing** skills as a T-shirt printer. Developed valuable time management and organisational skills, gaining insight into the design aspect of the industry.

**From 2005 to 2010, thrived in a dynamic team handling diverse print jobs**, delivering high-quality prints on Ricoh/NRG, Zerox and Cannon 5000 machines. As a Reprographics Operator in London, part of many different dynamic teams using state-of-the-art Xerox machines, mastered various finishing techniques and excelled in meeting challenging deadlines.

## Education

### Central Graphics Academy (London)

#### July 2001 – July 2002

NVQ Level 2 in Graphic Design



### Bow Boys Secondary School (London)

#### September 1996 – May 2001

G.C.S.E qualifications

English: B – C | Math: C – C | Science: D | Geography: C | Music: B | R.E: D



## Hobbies and Interests

### Family | Football | Gym | DJ'ing | Coaching | Charity

#### Born - present

Passionate about socialising and forging new connections, I thrive on catching up with old friends and meeting new people, embracing everything life has to offer.

Beyond my love for family and football, I find joy in contributing to the community through volunteering and participating in charity events, pushing myself in activities like stair climbs, 5k mud runs, and 10k runs. As a dedicated father of four, being a parent is one of my greatest joys. Explore more at [www.freddieiscreative.com](http://www.freddieiscreative.com).



## Former Design Colleague

"Freddie Rogers is someone I could trust to build and run a busy studio environment. He has excellent organisational skills, excellent Adobe CC knowledge, understands the importance of administrative process for the storage and version control of projects and the related files and communications. Add to that the fact that he is a real people person, a team leader that goes back to his days of managing his local football team and really cares about both his clients and his team. If I had my own studio, Freddie would be running it."

## Feedback

### Feedback from Global Information Security Vice President

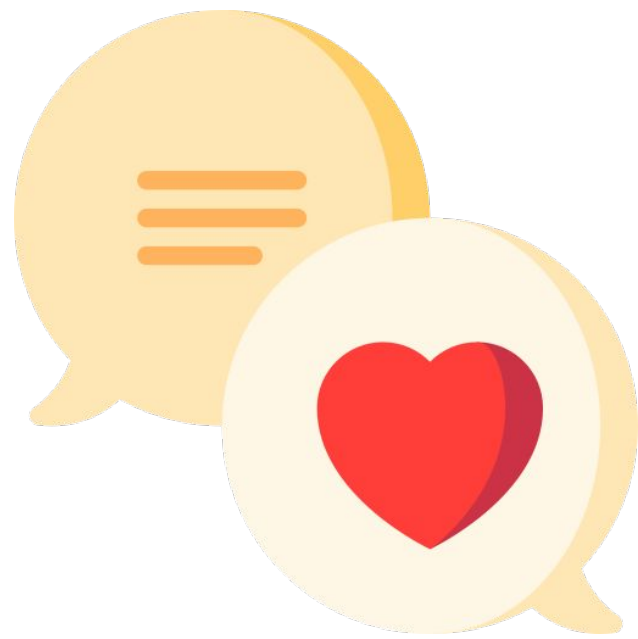
"I have always found Freddie to be pleasant, reliable and responsive. Freddie makes it easy to do business with and have a great way of bringing my wild ideas to life. You will be missed at the bank, wish you all the best for the future."

### Feedback from Technology and Operations Vice President

"It's been amazing working with you and I've honestly got nothing but good things to say - you've always been super friendly and approachable!"

### Feedback from the Internal Communications Vice President

"Freddie is an absolute joy to work with. Not only is he always positive, he always goes above and beyond with what he proposes and produces. He always manages your expectations as far as deadlines are concerned, more often than not delivering before required. If there is ever any doubt as to the exact specifications of the project, Freddie will always pick up the phone and discuss the details to ensure precise delivery of projects. Asking Freddie to do something for you means you can rest assured it will get done. A true professional and always able to lift your mood and add joy to any work he is given."



### Feedback from AV team

"Freddie has always been a great point of contact within the creative services team. Whenever I have had a question, Freddie always is quick to reply and more importantly with the correct response in order to answer my query which has helped me a lot.

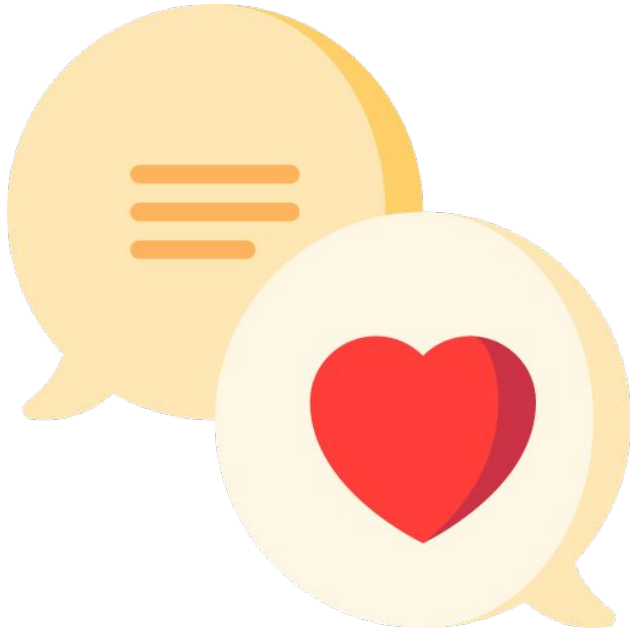
He always goes out of his way to help and when we have had issues with content displaying on the digiwall/monument screen he has come to meet me in order to iron out any issues we were facing at the time."

### Feedback from Marketing Vice President

"You are head and shoulders above any other Creative Partner we've ever had, so I wanted to say that and how great it has been working with you. Thank you for everything"

## Feedback

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### Head of Marketing, DLA Piper

"Working with Freddie has been an absolute pleasure. He's fantastic—engaging, polite, and incredibly reliable, he will be extremely missed. He never misses a deadline and consistently delivers projects to an exceptional standard. Every collaboration with him has been seamless and impressive!"

### Former colleague, DLA Piper

"I've had the pleasure of working with Freddie in a remote design studio position overseas. During this time I've been incredibly impressed with his enthusiastic work ethic, a high management standard of project and studio-related matters, as well as dedication to quality checking and overall improvement of the studio's design standard. Freddie demonstrates an appetite for continually building on existing skills and explores ways innovative technologies can improve creative direction; both individually, and for the sake of the team. He's always willing to extend his hand to assist team members on all matters and his infectious, hugely optimistic personality make for a highly enjoyable working atmosphere. For projects and working positions that require high levels of dedication, management, innovative thinking, as well as collaborative approaches, I would highly recommend Freddie Rogers!"