

F R E D D I E R O G E R S

2 MINUTE READ

CONTACT

Phone: 07481 920 731

Email: freddierogers86@gmail.com

Web: freddieiscreative.com

Portfolio: [Click Here](#)

Partner: [Click Here](#)



VALUE

Design and Artworking: 20+ years delivering flawless print and digital layout, typography, and artworking.

Adobe Creative Cloud: Power user across the entire suite (InDesign, Photoshop, Illustrator).

Microsoft 365: Expert-level knowledge of the entire ecosystem and SharePoint.

Tech and PM Software: Fluent in Workbook, Trello, Slack, Monday.com, WIX, WordPress and more.

AI and Future Tech: Active explorer and champion of emerging AI design and productivity tools.

Camera Work: Practical, hands-on experience with photography and videography.

Creative Partnership: Collaborating with directors and clients to shape strategy and artistic direction.

End-to-End Delivery: Managing projects from concept to final sign-off, including printer and supplier liaison.

Mentorship: Passionate about onboarding, coaching, and developing new design talent.

Communication: Clear, organised communicator focused on great client relationships and smooth management.

Safety First: Fully qualified First Aider (British Red Cross certified).

Mindset: Detail-obsessed, highly adaptable, and always up for a new creative challenge.

DESIGN THAT GETS NOTICED

Design isn't just a job for me; it's what I love doing. Over the years, I've found that the best creative work happens when you mix high energy with real collaboration. I love rolling my sleeves up and leading teams by example, keeping morale high and ensuring everyone feels motivated to push boundaries.

I thrive on challenges, whether mastering emerging tech on the fly or finding clever solutions to complex briefs. For me, success isn't just about delivering flawless assets, it's about building great client relationships and making the creative process a brilliant experience for everyone involved.

CAREER HIGHLIGHTS

Creative Bid Content Manager | Lexington | Elior

February 2025 to Present

As the Creative Bid Content Manager across Lexington, Elior Stadia and Elior Concessions, I blend marketing strategy, professional design, and storytelling to build high-stakes tender submissions and sales presentations that win contracts. Working closely with BD and marketing teams, I lead the visual and written strategy from initial concept to final execution, ensuring every proposal is both visually stunning and commercially sharp.

Beyond crafting bespoke content and managing tight timelines, I oversee our digital assets and sales collateral library, always keeping our brand standards flawless. Whether I'm designing standout presentation collateral, supporting marketing content, or coordinating the logistics for site visits, presentations and major pitch events, I focus on high-impact creativity and seamless collaboration to help the business stand out and win big.

Graphic Designer and Printer | Silver Image

November 2024 to February 2025

I lived and breathe print production, handling everything from graphic design, packaging and marketing collateral to massive large-format signage. I'm completely hands-on when it comes to layout, colour correction, and precise image retouching, ensuring every file is technically perfect for offset, digital, or textile printing.

Beyond the creative side, I'm a seasoned project manager who keeps timelines, budgets, and cross-functional teams completely on track. I love collaborating with vendors, running press checks, and troubleshooting technical issues on the fly to keep quality sky-high. I also advocate for sustainable materials wherever possible, stay on top of the latest print tech, and keep assets meticulously organised for future use.

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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!"

Creative Director

"Freddie excelled as the creative production 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. His 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 his roles"

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."

CAREER HIGHLIGHTS

Creative Production Manager | DLA Piper | Paragon

April 2023 - November 2024

I worked as a Creative Production Manager within a fast-paced global team, collaborating closely with Account Directors and Creative Leads to steer projects from initial spark to final delivery. Whether it's print, digital campaigns, social content, major events, corporate report campaigns, pitch decks, or cutting-edge AI projects, I thrive on keeping multiple plates spinning while remaining completely cool under pressure.

I was the natural problem-solver who champions a smooth, detail-oriented studio process. From managing day-to-day operations and reporting to bringing fresh innovation into the workflow using Adobe CC, Office 365, and modern AI platforms, I focused on keeping communication clear, team morale high, and project execution flawless.

Creative Manager | Bank of America | Williams Lea

March 2020 - April 2023

I managed the day-to-day operations for a busy graphic, videography, and photography studio, keeping everything running like clockwork, on time, and on brief. I provided clear creative direction to ensure our output always hit the mark for clients, while meticulously handling the background admin and recruitment to bring top-tier talent into the team.

For me, leadership is all about people. I focused on building a high-energy, positive studio culture by mentoring the team through personalised training, development plans, and regular reviews, helping everyone grow while keeping service standards sky-high.

Freelance Illustrator | The Sun | News International

January 2019 - December 2022

Worked as a freelance designer and illustrator with a major newspaper's graphics and sports desk, I crafted high-impact visuals for breaking news and major sports features. I absolutely thrive under tight deadlines, using Illustrator, Photoshop, and Methode to turn complex stories into captivating graphics on a genuinely fast turnaround.

Collaborating closely with editors and a fast-moving creative team, my focus was always on precision, speed, and creating standout work that instantly hooks the reader.

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FEEDBACK

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."

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."

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."

CAREER HIGHLIGHTS

Graphic Designer | Barclays | Williams Lea

February 2010 – March 2019

Earned a promotion from junior to middleweight designer in the Creative Services team after a successful six-month secondment and intensive training. Working alongside a 12-person print and web team, I specialised in executing high-stakes projects for an investment bank, using InDesign, Illustrator, Photoshop, Acrobat, and MS Office to deliver sharp, polished work.

Beyond the design board, I regularly stepped up into client-facing, workflow control, and project management roles to keep things moving.

I even stepped up to cover the Studio Manager role for six months on an ad-hoc basis, taking charge of day-to-day admin, managing outsourced print vendor relationships, and ensuring excellent client service across the board.

Print and Reprographics roles | Various Companies | Various Sites including Unilever, Institute of Education, Shell, British American Tobacco and more

July 2002 – January 2010

I started out on the tools as a screen printer, learning the ropes of the industry from the ground up while mastering time management and getting my first real taste of professional design.

From there, I spent five years in London running busy reprographics departments. Working within fast-paced production teams, I operated heavy-duty Ricoh, Xerox, and Canon machinery, mastered high-end finishing techniques, and built a reputation for staying completely unfazed by impossible deadlines.

EDUCATION HIGHLIGHTS

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**

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FEEDBACK

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."

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."

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!"

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."

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"

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."

Head of Marketing

"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!"

Colleague

"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!"

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HOBBIES AND INTERESTS

Family | Football | Fitness | DJing | Coaching | Charity

Creativity doesn't stop when the workday ends. I'm constantly inspired by brilliant branding, sport, photography, film, and visual culture, always spotting smart campaigns and great design in everyday life.

When I'm not behind a screen, I'm a proud dad of four, a passionate football fan, and love DJing or getting out into the community to coach. I'm a massive people person who thrives on socialising, catching up with mates, and making new connections.

I also love pushing my limits for a good cause. Whether it's taking on an intense skyscraper stair climb, mud runs, 10ks, or a 54-mile charity bike ride, I'm always up for the next physical challenge.

Explore my work and creative world at www.freddieiscreative.com



T H A N K Y O U