

VARICK ROSETE

DESIGNER / ILLUSTRATOR

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I am a designer/illustrator living in Jacksonville, Florida where I've officially been in the design business for over 10 years, designing everything for local Mom & Pop shops to worldwide clients like GE, Capital One and AT&T. I've helped them all with a strong sense of branding – heightening the experiences of their consumers. I've also been drawing all my life and loving the fact that I am able to do this for a living. Although I've got a traditional print background, the last 6 years have been about living and learning in the world wide web. Focusing more on straight design and illustration, while learning more about animation and motion graphics, is the passion that is driving me now.

Experience

2003-2009

nGen Works

Co-Founder, Partner, Design Matters

ONE OF THE ORIGINAL FOUNDERS, I HELPED MAKE NGEN WORKS ONE OF THE TOP WEB DESIGN AGENCIES IN THE WORLD. IN ADDITION TO PROJECT MANAGEMENT AND FRONT-END DEVELOPMENT, AS "DESIGN MATTERS," I WAS RESPONSIBLE FOR TAKING THE ELEMENTS OF EXPERIENCE AND CULTURE AND FUSING THEM TOGETHER TO CREATE EXCEPTIONAL DESIGN EXPERIENCES FOR THE CLIENTS.

1999-2004

Tsinilas Clothing Company

Founder, Partner, Lead Designer

ASIAN-INFLUENCED DESIGN DOES NOT ALL REVOLVE AROUND CHINESE AND JAPANESE CULTURES, SO I STARTED UP A T-SHIRT COMPANY BASED ON FILIPINO THEMES. TAKING THE ELEMENTS OF THE CULTURE MIXED WITH ATTITUDE AND MODERN DESIGN LOOKS HELPED MAKE THE COMPANY POPULAR AMONG FILIPINO YOUTH AROUND THE WORLD.

1998-2003

Husk Jennings Advertising

Art Director

FULL SERVICE AD AGENCY WORKING WITH FORTUNE 500 COMPANIES WHERE, IN A TEAM SETTING, I WAS RESPONSIBLE FOR CONCEPTING AND CREATING DESIGNS FOR LOGOS, BROCHURES, COLLATERAL, DIRECT MAIL PIECES, WEBSITES AND AD CAMPAIGNS; AS WELL AS MANAGING PHOTOSHOOTS AND CREATING ILLUSTRATIVE WORK.

1997-1998

Comer Communications

Graphic Designer

AD AGENCY WHERE I GOT MY FEET WET MANAGING PRINT PRODUCTION FIRST-HAND. WORK INCLUDED LAYOUT DESIGN FOR BROCHURES, CATALOGS AND COLLATERAL PIECES, IN ADDITION TO LOGO DESIGN, WEBSITE DESIGN AND ILLUSTRATION.

Education

Bachelor of Fine Arts

1992-1996

UNIVERSITY OF NORTH FLORIDA - WITH A CONCENTRATION IN GRAPHIC DESIGN

Recognition

ALGA Jacksonville President	2009
LogoLounge Vol. 5	2009
The Superest Guest Spot	2008
SXSW ABX - Top Individual Bowler	2008
Print Magazine Regional Design Annual	2006
Judges' Pick Local ADDY Award	2006
National Silver ADDY Award	2005
Best of Show Local ADDY Award	2005
Web Redesign 2.0: Workflow That Works	2004
Mark Awards	2002
ADDY Awards	2002, 2003, 2004, 2005, 2006

REFERENCES AVAILABLE UPON REQUEST