



**Rory O'Donnell**  
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## PORTFOLIO

roryodonnell.com

## DIGITAL TOOLS

Adobe Suite

*After Effects, Illustrator, InDesign,*

*Photoshop, Premiere Pro*

AI Tools

*Artist, Claude Code & More*

Blender

Figma

GitHub

HTML & CSS

MailChimp

Shopify

## DESIGN PRACTICE

AI Utilization

Brand strategy

Creative direction

Editorial design

Marketing strategy

Motion design

Photography

Packaging production

Print production

Product design

Typographic systems

Video production

## PROFESSIONAL SKILLS

Cross-functional collaboration

Copywriting & messaging

Leadership & coordination

Presentation & pitching

PR & communications

## EDUCATION

Massachusetts College of Art & Design, Boston MA

BFA, Communication Design

Departmental Honors, Foundation Award

## EXPERIENCE

### Contract Designer

Vagrants, Somerville MA | January 2026–Present

- Contributed to strategic brand repositioning, and visual identity system alongside senior creative team and founders.
- Supported website restructuring aligned with refined brand identity.
- Designed brand assets including deck templates, newsletter templates, video graphics, campaign visuals, social posts & more.
- Supported concept development and design for client marketing campaigns.
- Promoted to Contract Designer after four-month internship.

### PR & Communications Lead

ALGA Boston Board of Directors, Boston, MA | August 2025–Present

- Supported production of the chapter newsletter, building a consistent editorial voice across event announcements, member features, and community updates.
- Built an internal content workflow that streamlined newsletter coordination and social media program across chapter initiatives.
- Contributed to chapter brand strategy alongside the board, refining tone, visual identity, and member-facing communications.
- Programmed and promoted chapter events, including the AI & Empathy virtual series launched April 2026, in collaboration with a team of board members.
- Tracked engagement across digital channels to inform programming decisions and grow member participation.

### Design Intern

Wasserman Next-Gen, Boston MA | Summer & Fall 2025

- Designed marketing assets across e-mail marketing, experiential activations, packaging, logos, merchandise, pitch decks, and social media touchpoints.
- Created on-brand visual assets within design systems across campaigns for clients such as Amazon, Disney, EA, Hulu, Pepsi, Uber, and more.
- Worked with interdisciplinary teams to efficiently execute creative projects.
- Contributed to social media content creation across multiple channels.

### Founder & Designer

ROD Design, Boston, MA | 2022–Present

- Founded a creative consultancy focused on brand strategy and positioning.
- Directed full visual identity overhauls—designed logos, typographic systems, and full brand identities applied on digital and print touchpoints.
- Built Shopify e-commerce storefronts from concept to launch, integrating brand identity with functional design and user experience.