



# ATTIBA ROYSTER

Senior Graphic Designer / Art Director

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## WORK HISTORY

### San Diego County Bar Association (SDCBA)

Senior Graphic Designer/ Art Director: 2007–Present

Designed all print and digital promotional materials including a full-color 54 -page magazine and several award-winning email newsletters. Collaborated to create marketing plans for an organization of over 10,000 attorneys. Instrumental piece in modernizing the SDCBA's brand and identity.

Following is a list of important accomplishments:

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## SKILLS

- CREATIVITY ●●●●●
- PROBLEM SOLVING ●●●●●
- COMMUNICATION ●●●●●
- PRINT PRODUCTION ●●●●●
- TYPOGRAPHY ●●●●●
- PHOTO MANIPULATION ●●●●●
- DRAWING/PAINTING ●●●●●
- UX/UI DESIGN ●●●●○
- WEB/EMAIL DESIGN ●●●●○
- SOCIAL MEDIA ●●●●○

## PROFICIENCIES

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Wordpress
- HTML
- CSS
- Mailchimp

## EDUCATION

BFA  
The University of the Arts  
Philadelphia, PA

### Print Production:

#### San Diego Lawyer Magazine

Produced a bi-monthly full-color 54 page magazine. Responsible for typography, layouts, illustrations, photo editing and all print production. Brought modern feel and creativity while maintaining brand identity.

#### Annual State of the Courts

Responsible for typography, layouts, illustrations and print and digital production.

### Marketing Materials

Helped to create and implement several marketing campaigns including design of all associated logos, brochures, flyers, and promotional products. Also responsible for the design of event materials such as banners and signage.

## AWARDS

### San Diego Press Club – Excellence in Journalism Awards

Best Online Newsletter “For the Record” 1st place - 2014, 2015, 2016  
Best Magazine Illustration - 1st place 2016, 2nd Place & 3rd Place 2017  
PR, PIO Trade Special Interest One Time Publication and Newsletter  
“Annual State of the Courts” First Place - 2015, 2016, 2017

### National Association of Bar Executives – Luminary Award

Best Magazine, Best Website, Best Newsletter 2016, 2017

### San Diego Public Relations Society – Bernays Award

Best Campaign, “Bar center at 401.” 2013

### Electronic Marketing & Publications

Responsible for daaily maintenance of the SDCBA website including coding individual pages in HTML/CSS. Implemented a full front-end redesign in 2014 with emphasis on responsive design. Also responsible for designing social media posts and page themes. Developed and designed multiple electronic publications including:

#### This Week at the Bar

SDCBA's weekly email newsletter

#### For the Record

SDCBA's monthly e-magazine for new attorneys.

Hand coded templates using HTML and Mailchimp templating language for a variety of different needs.