

GRAPHIC DESIGNER + MULTIMEDIA CREATIVE

DALLAS ROGERS

dallasoncamera.com/video-editing (Pass: **WatchV2026!!**)

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Dallas is a video producer, creative director, and photographer who transforms ideas and interviews into intentional visual stories from concept through final delivery.

Creative Expertise

- Photography & Color Correction
- Creative Direction & Production
- Motion Graphics (After Effects)
- Video Editing

Creative Director | July 2025–Present
Digital Media Editor | May 2023–November 2024
White Tie Productions

Experience

- Led creative strategy and execution across approximately **16 national conferences and branded experiences annually**, spanning video, motion graphics, photography, stage visuals, digital content, and live-event creative.
- Produced an interview-driven video for **Arizona Community Foundation** whose execution helped strengthen the client relationship and contributed to **two subsequent event bookings**, including a large-scale production.
- Delivered a **\$5,000 Figma event video** on a compressed timeline, personally handling voiceover, editing, motion design, revisions, and final delivery; rebuilt approximately **20 hours of outsourced animation work in roughly 5 hours** to restore brand consistency and protect the deadline.
- Directed a visual overhaul for **BPA's National Leadership Conference**, redesigning the show package approximately two weeks before the event and overseeing **628 graphics supporting nearly 6,000 delegates**, including a custom interactive audience experience.
- Manage and mentor **3 freelance creatives** across overlapping national client timelines, directing assignments and feedback while remaining hands-on in design, editing, and production during high-volume cycles.
- Contributed to scripting, filming, and editing **3 videos for DECA's national "Be The One" campaign**, supporting a campaign year that delivered a **record 17,385-member increase**.

Education

Arizona State University - Herberger Institute for Design and the Arts

- Bachelor of Fine Arts in Photography
- Certificate in Entrepreneurship and Innovation

Magna Cum Laude · Dean's List

Publicity

"From Learning to Leadership" in ASU Thrive Magazine