

# Christian Roman

Creative Designer & Marketing Strategist  
Branding, UX, & Data-Driven Growth

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**Dynamic creative professional** employing a fusion of design, data analytics, and strategic marketing to transform brand engagement and performance in competitive markets.

## EXPERIENCE

**Graphic Designer**  
**Dysrupt | Los Angeles, CA**  
May 2024–Present

- Design performance-optimized digital assets that boosted user engagement and campaign effectiveness.
- Align creative output with business goals, improving brand consistency and visual appeal.
- Develop brand identities and multi-channel marketing strategies, driving engagement and revenue growth
- Clients include: Bedgear, Truepath.ai, Jiffy, QuickQuack

**Marketing Manager/Art Director**  
**Rhodes Team Real Estate | Los Angeles, CA**  
May 2022–Present

- Lead data-driven campaigns, increasing lead conversions by 30% through targeted email, SEO, and digital ads.
- Manage website UX and SEO improvements, refining content strategy to enhance organic reach and support seamless property launches.
- Navigate social media platforms (Instagram, Facebook, LinkedIn, YouTube, TikTok), optimizing content for growth.
- Organize and edit video content, aligning with campaign goals to enhance brand visibility.
- Produce compelling copy for digital campaigns, websites, social media, and marketing materials, maintaining consistent messaging.

**Creative Designer**  
**XTN ROMAN | Los Angeles, CA**  
Aug 2018–Present

- Create high-impact visual content, including branding, typography, web assets, and motion graphics.
- Design and optimize websites, UX experiences, and digital content, enhancing user engagement and conversions.
- Engage with clients to develop tailored design strategies, turning creative briefs into actionable and effective visual concepts.

**Marketing Lead**  
**Swiss Creative | Los Angeles, CA**  
Dec 2024–Present

- Conduct market research and competitive analysis, identifying growth opportunities to inform strategic decisions.
- Drive business development initiatives, securing new partnerships and client accounts to accelerate company growth.

**Graphic Designer - Level I**  
**Social Kapture | El Segundo, CA**  
Feb 2024–May 2024

- Collaborated with cross-functional teams to improve content strategy and optimize visual branding.
- Designed engaging, on-brand social media content that increased audience engagement.

## EDUCATION

**Loyola Marymount University**  
BFA, Visual Communication Design | 2020

**Punahou School | Honolulu, Hawaii**  
High School Diploma, Emphasis in Biological Sciences | 2016

## CERTIFICATIONS

**Google UX Design Specialization**  
2024

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Conduct UX Research and Test Early Concepts
- Build Wireframes and Low-Fidelity Prototypes
- Create High-Fidelity Designs and Prototypes in Figma
- Build Dynamic User Interfaces (UI) for Websites

**Google Data Analytics Professional Certificate**  
2022

## HARD SKILLS

**Brand Strategy & Development: ★★★★★**  
Craft compelling brand identities and marketing strategies.

**Digital Marketing & Content Strategy: ★★★★★**  
Expertise in SEO, email marketing, social media, and content creation.

**Graphic & UX/UI Design: ★★★★★**  
Strong skills in Adobe Creative Suite, Figma, and visual storytelling.

**Marketing Campaign Management: ★★★★★**  
Leading end-to-end marketing initiatives with measurable impact.

**Google Analytics & Data Tools: ★★★★★☆**  
Proficient in analyzing trends and optimizing marketing performance.

## SOFT SKILLS

**Strategic Thinking: ★★★★★**  
Ability to merge data, creativity, and market trends for effective strategies.

**Problem-Solving: ★★★★★**  
Analytical and innovative approach to branding and marketing challenges.

**Collaboration & Teamwork: ★★★★★**  
Experience working across teams, clients, and stakeholders.

**Adaptability & Innovation: ★★★★★**  
Quick to adapt to industry changes and innovate when needed.

**Project Management: ★★★★★☆**  
Skilled in managing timelines, resources, and client expectations.