



# ROGER SCHINKLER

SENIOR GRAPHIC DESIGNER  
PORTFOLIO



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# PRINT

## Client:

Airport Revenue News /  
Airport Experience News

## Challenge:

Deadlines are always around the corner, and working closely with the editor finding just the right image to illustrate the story can be a challenge as a news can change in mid-stream, and getting images from sources are not always part of the deadline.



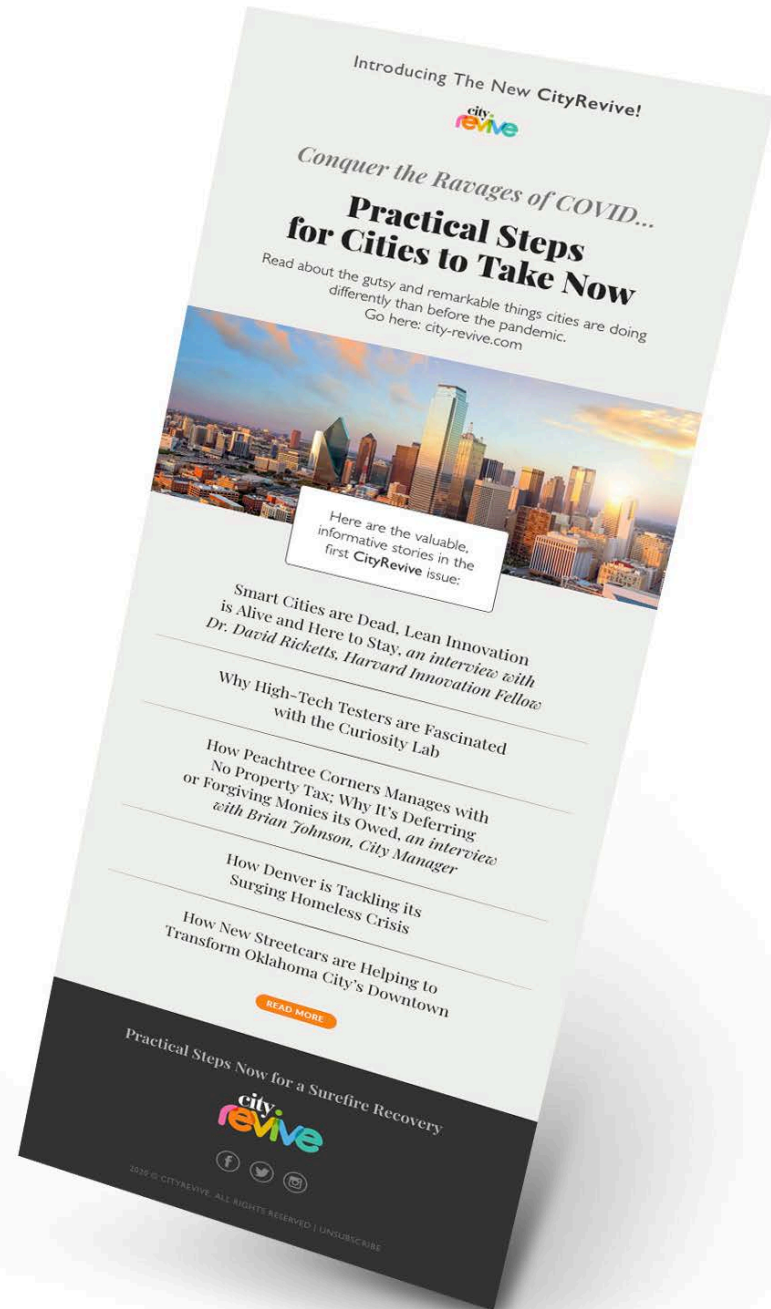
# LOGO

## *Client:*

City Revive

## *Challenge:*

Creating a fun and lively logo. City Revive is to highlight the many innovations that advance our wondrous cities. It's about bold ideas and creative solutions. Creating the look and feel for the website and creating the email design.



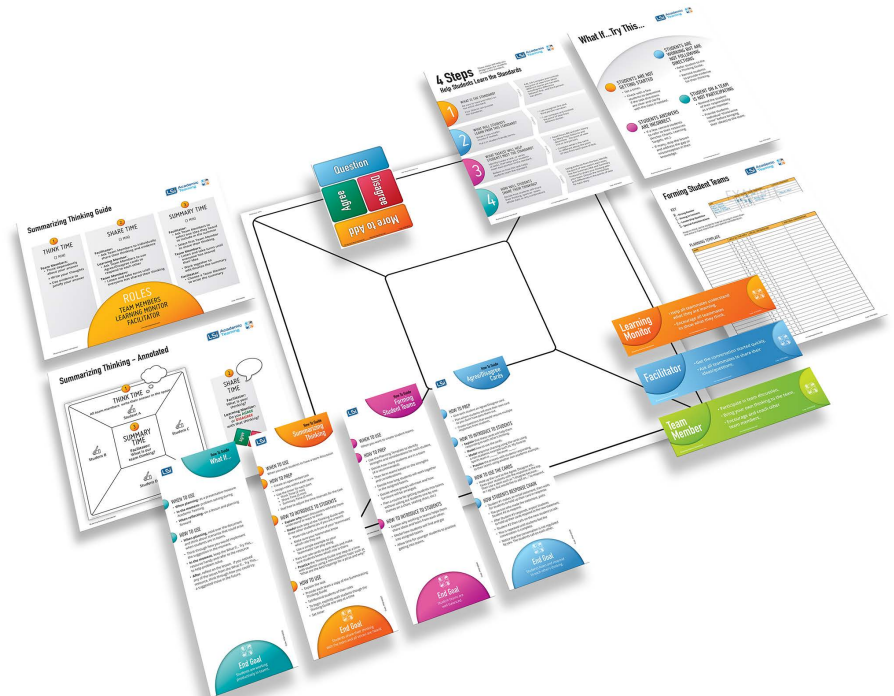
# PDF's

*Client:*

Instructional Empowerment

*Challenge:*

There is no easy way to explain IE, but taken directly from their website... "Helping Educators Increase Student Engagement and Motivation in the Classroom". Taking information and making it easy for teacher to follow along complex instructions. I also was part of the development for teachers and students hands-on learning tools.



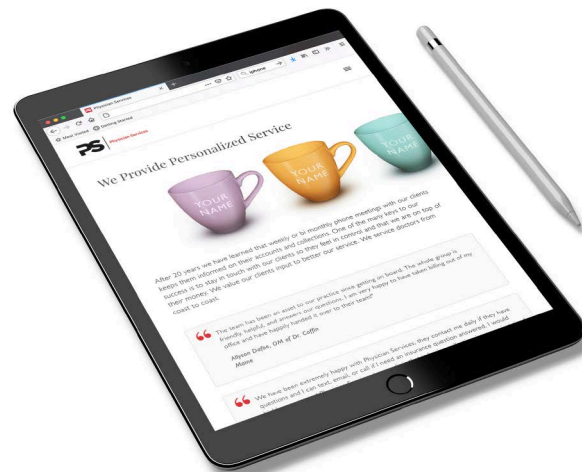
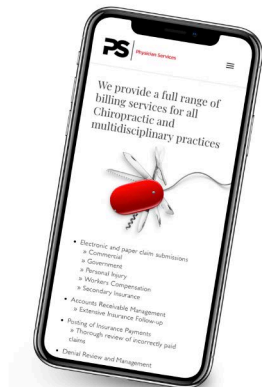
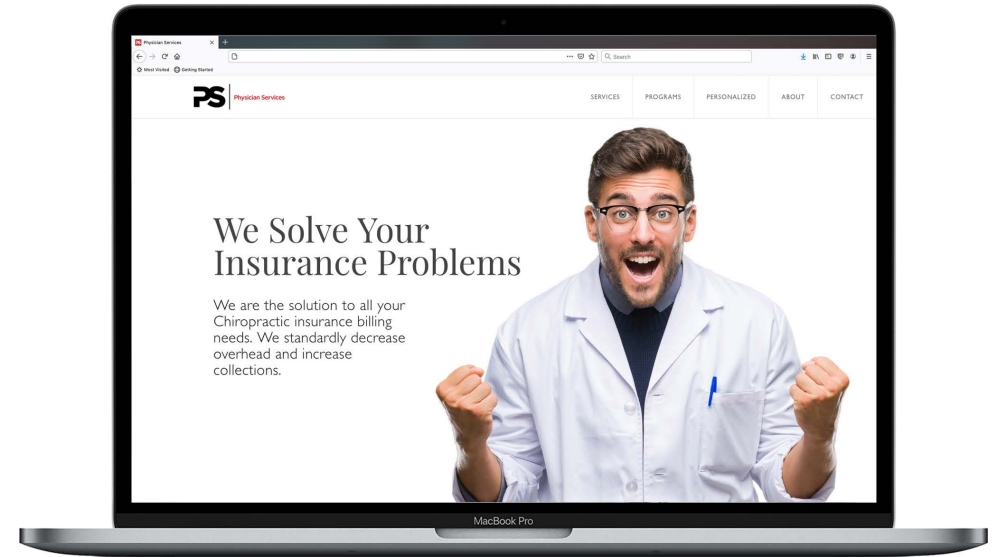
# WEBSITE

## *Client:*

Physician Services

## *Challenge:*

Having some fun, but making sure the message is right. Client also needed a fresh new logo. Got away from WordPress and countless tries from programmers until I wrote the CSS my self. Check it out at: [psmbs.com](http://psmbs.com)





# CONFERENCE

## *Client:*

Airport Revenue News /  
Airport Experience News

## *Challenge:*

If it doesn't move, Brand It. Entrance, Columns, Registration Desk, Agenda Monitor, Attendee Book, Aisle Signs, Lanyards, Badges, Gift Bags, Large Screen for Sessions, Pocket Agenda.



# AD CAMPAIGN

## *Client:*

Airport Revenue News / Airport Experience News

## *Challenge:*

My last conference for ARN/AXN illustrating the importance of the re-branded AXN Conference 2019 as the premier event where airport executives meet franchisees to do business, while promoting the non-gaming appeal of the host city.



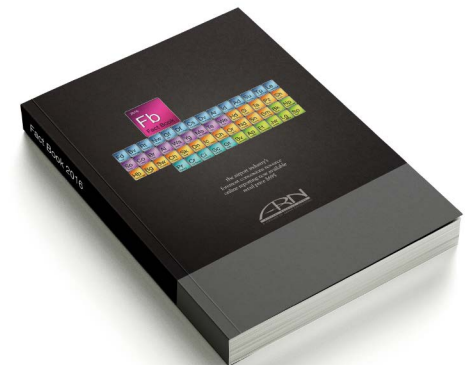
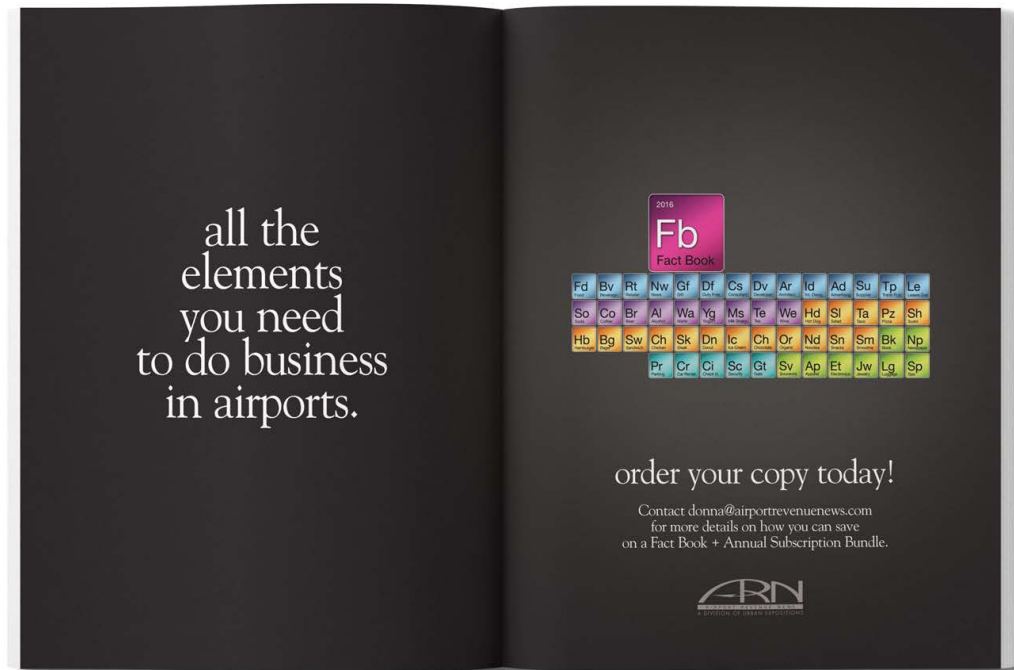
# BRANDING

## *Client:*

Airport Revenue News /  
Airport Experience News

## *Challenge:*

Come up with a clever way to brand the annual Fact Book cover for ARN/AXN, illustrating all the components and data that goes into an airport. Plus creating 500+ interior page's form compiled annual data from all North American airports.





# GUMBY PROP

## *Client:*

Whitney Museum of American Art, New York City

## *Challenge:*

To create a 6-foot tall original skeleton for the Halloween Eve gallery opening featuring the art of Jean-Michel Basquiat.

## *Results:*

12 original skeletons placed throughout the museum that contributed to the success of this bare-boned opening.

