Chad Boerger

Visual Communication Designer

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Portfolio LinkedIn

Summary

Visual communication designer with a BFA from Cal Poly Pomona, specializing in UX/UI design, logo and icon design, video editing, and photography. Designs websites and digital experiences built on accessible design, clear typography, and consistent visual systems, working in Webflow, Adobe XD, and Illustrator. Created the new logo and icon set for Adaptive Athletics Association's rebrand and delivers logos, graphics, and social media content for freelance clients. Edits video in Adobe Premiere Pro and shoots original photography, bringing the same eye for composition to every medium.

Work Experience

Nov 2025-Present

Adaptive Athletics Association, Graphic Design Internship

-Created a clean new logo to better represent the organization, as part of a rebranding campaign
-Developed social media posts that were used to advertise their website on Instagram and LinkedIn.
-Changed the appearance of the website's elements and created a new look and feel that is more modern towards a social website.
-Created icons for Paralympics, Deaflympics, and Special Olympics sports. Icons were also created to make the website feel more cohesive with the arrow branding that was adopted after the logo creation.

Jan 2022-Present

Freelance, Boerger Creatives

-Projects included: graphics, logos, billboard mock-ups, social media posts, icons, snowboard designs, snowboard pants, stickers, business cards, and magazine covers.

June 2025-July 2025

Marketing Student, University College of Northern Denmark

-Expanded knowledge of gamification and accessibility design principles.
-Formulated a social media advertisement aimed at promoting mental health awareness by implementing engagement techniques.
-Implemented interactive elements to enhance the advertisement's gamified experience.
-Evaluated both qualitative and quantitative data to assess ad effectiveness.

May 2024-Aug 2024

Graphic Design Internship, Uroko Apparel Inc.

-Developed a comprehensive file organization system for Uroko Apparel Inc. utilizing Adobe Bridge.
-Worked with thousands of files and photos, assigning unique names, and applying metadata to optimize search results.
-Created a spreadsheet housing all of the metadata used for each unique design.
-Resized and exported photos to be used in Instagram posts, Blog Features, and Blog Images.

May 2022-May 2026

Crew Member, Baskin-Robbins

-Oversaw all aspects of store operations, including nightly closing procedures.
-Mentored and trained new crew members, fostering teamwork and service excellence.

Education

California State Polytechnic University, Pomona
Bachelor of Fine Arts in Visual Communication Design, 2025
Los Gatos High School, 2021

Achievements

4-Year Electives Pathway Concentration Award in Media Arts
Achieved Eagle Scout Rank in 2021
Co-created the Cal Poly Pomona Skate Club (est. 2021)

Skills

Adobe Apps: Adobe Creative Suite, Adobe Illustrator, Adobe Bridge, Adobe After Effects, Adobe XD, Adobe Photoshop, Adobe Premiere Pro, Adobe InDesign.
Soft Skills: Attention to Detail, Problem-Solving, Collaboration, Adaptability, Clear Communication, Fast-Paced Worker, Leadership.
Design Skills: Typography, UI/UX, Brand Identity Design, Presentation Skills, Layout Design, Creativity, Photography.
Misc Skills: Webflow, Claude, OBS, Ableton, Audio Setups, Computer Builds, Guitar, Piano, Bass, Drums.