

PEYTEN WOODRUFF

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Work Experience

Creative Intern, February 2026 – Present
TCU Football Department, Fort Worth, TX

- Create engaging content aligned with the TCU's mission, brand, and voice.
- Research and share relevant articles, news and resources related to what's trending, content creation, and the football community.
- Develop and implement social media strategies to achieve goals; increase following, engagement and player recruitment.

Creative Director, 2025 – Present
ROXO Agency, Fort Worth, TX

- Lead creative teams from concept to completion, ensuring projects align with client goals and brand identity.
- Manage project timelines and budgets, allocating resources effectively to meet deadlines and exceed client expectations.
- Mentor and manage creative teams, fostering a collaborative environment that encouraged innovation and professional growth.

Freelance Graphic Designer, 2020 – Present
Fort Worth, TX

- Translate client briefs and concepts into visually compelling designs.
- Build and maintain strong client relationships.
- Develop and execute visual concepts for a variety of projects, including logos, branding materials, social media graphics, and posters.

Graphic Designer, October 2024 – August 2025
TCU Graphic Design, Fort Worth, TX

- Maintained the school's visual style guide, ensuring consistent branding across all platforms.
- Produced informational graphics and digital assets for announcements and events.
- Utilized Adobe Creative Suite to produce high-quality digital designs.

Affiliations

AIGA, Fort Worth, TX
Member, 2025 – present

- Regularly attend professional mixer events, build connections with other creatives in the industry.

American Advertising Federation (AAF)
Member, 2024 – present

- Actively engaged with industry professionals and resources, staying current with advertising trends and best practices.

Design Focus, Fort Worth, TX
Member, 2024 – present

- Regularly attend professional speaker presentations, enhancing knowledge and industry awareness.

Education

Texas Christian University,
Fort Worth, TX

Bachelor of Fine Arts in
Graphic Design, 2024 – 2027

Honors:

- Dean's List
- Chancellors Scholarship

Portland State University,
Portland, OR

Bachelor of Fine Arts in
Graphic Design, 2022 – 2024

Honors:

- Dean's List

Awards

Best in Advertising,
Kick Ass TCU, 2026

Gold New Talent award,
Graphis, 2025

Silver New Talent award,
Graphis, 2025

**AAF District 10 Jeanie Rudy
Scholarship,**
AAF, 2025