



# ROSE ARENAS

I am a pixel-perfect design professional looking for a unique opportunity to be the driving force keeping your company at the top of its creative game.

## EXPERIENCE:

2016 - Present

### Creative Director

Ridge Marketing - Basking Ridge

- Oversee 5-7 active projects at one time from idea through execution
- Lead designer on multiple design projects including (but not limited to) company re-branding, website UI, UX and design, packaging design and company marketing collateral design
- Work with Project Managers to oversee all company creative projects and organize weekly project workload for creative team
- Work one-on-one with development team to ensure all final digital projects follow UI, UX and creative laid out in the design phase and are up the company's creative standards
- Manage client relationships in regards to all things related to active creative projects
- Motivate and upkeep the design culture to company's high creative standards in order to ensure best practices of creative team

2015 - 2016

### Creative Lead

websignia - Newark

- Oversaw all active projects from idea through final execution
- Directly managed a team of senior and junior creatives
- Lead designer on branding, website UI, UX and design, mobile app UI and company marketing collateral projects

2011 - 2014

### Visual Designer

websignia - Newark

Designed various client websites for desktop and mobile platforms, client branding and identity kits, and print and digital marketing collateral, including email marketing campaigns

2008 - 2011

### Program Assistant

Center for Global Engagement & Office of Summer Programs  
The College of New Jersey

Designed printed marketing collateral and created new office branding and identity systems for study abroad and summer programs to be used across all social media, print and digital platforms

2007 - 2008

### Junior Graphic Designer

Joy Cards - Princeton

Designed various client projects, including greeting and postcard layouts, client marketing materials, and illustrations; Assisted in planning of 3D store displays

## SKILLS:

Illustrator



Photoshop



InDesign



Sketch/Figma



HTML & CSS



Microsoft Office



Wordpress



- Branding Development
- Identity systems
- 3D Packaging Design
- Illustration
- Digital Photo Editing
- UI & UX
- Printing
- Mobile Responsive Design

## ACCOMPLISHMENTS:

ASTRA Award - Lead Designer/Ridge Marketing

Communicator Award - Lead Designer/Ridge Marketing

Chairman - TCNJ Graphic Design Portfolio Review

Smith Design Award - ADCNJ Scholarship Competition

## SCHOOLING:

BFA, Graphic Design - The College of New Jersey

## LEFT BRAIN

47%

Logical  
Detail-Oriented  
Analytical  
Problem-Solver

## RIGHT BRAIN

53%

Creative  
Conceptual  
Artistic  
Intuitive



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rosedoescomics



behance.net/rosearenas



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