



804.399.1686

erikaSrose@gmail.com

erikaSrose.com

erika-s-rose

Erika S. Rose is a skilled graphic designer and manager who has designed branded materials for government agencies, nonprofits, exhibition companies and academic institutions. She has influenced creative direction amongst teams, rejuvenate internal processes and has a stellar eye for detail.

EDUCATION

Savannah College of Art & Design (SCAD)
Design Management, MA

James Madison University
Studio Art, BFA

PROFESSIONAL SKILLSET

- Graphic Design
Illustration
Creative Problem-solving
Project Management
Team Leadership
Qualitative Research
Process Development
Ideation
Innovation
Facilitating Creativity

TECHNICAL

- Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Microsoft Word
Microsoft Excel
Microsoft Powerpoint
... and more

AWARDS

Gold EXCEL Award in the Promotional Content, Social Media Campaign & Design

Association Media & Publishing
June 2017

EXCEL Award of Excellence

Association Media & Publishing
June 2017

PROFESSIONAL EXPERIENCE

Limelight Creative, LLC

Proprietor & Designer | Remote/Los Angeles, Ca | November 2018 - Present

Where design isn't a service, it's a solution—Limelight Creative is a visual strategy firm that specializes in designing solutions for your communication and promotional goals. Our thought-provoking concepts are well-designed, easily comprehensible while demonstrating the marketing strategies you wish to achieve—and employing design thinking tactics to provide you with the best ethnographic approach for your target audience.

National PTA

Creative Managing Consultant | Remote/Los Angeles, Ca | December 2018 - Present
Manager, Creative Services | Alexandria, Va | October 2016 – December 2018

Provides art direction on PTA's Our Children magazine, various presentations along with digital and event marketing projects. + Manages the Sr. Graphic Designer, contracted designers and design interns and provide creative direction on external social media and print campaigns. + Manages bids with vendors and any necessary reporting to satisfy internal and external stakeholders. + Designs the branding and manages internal department design requests for the association's largest event, National PTA Annual Convention & Expo—over 1300 members in attendance. + Developed a strategy for branding and naming external programs.

RICOH Americas Corporation

Contract Graphic Supervisor and Designer

@ Federal Deposit Insurance Corporation (FDIC) | Arlington, Va | July 2014 - October 2016

Supervised the on-site federal contractors in FDIC's Graphic Design Unit. + Supported the FDIC design unit by ensuring completion of all tasks and project deadlines. + Provided creative direction on projects (e.g., digital, print, display/exhibit, presentation, etc.), and assisted the contact team and FDIC employees in identifying marketing parameters for viable marketing solutions. + Responsible for quality control and reviewing the design strategy of the on-site contractors.

The Creative Group

Contract Graphic Designer

@ Entrepreneurs' Organization (EO) | Alexandria, Va | August 2013 – July 2014

Managed the visual communication for a global organization under the direction of EO's Vice President of Marketing & Communications, and a senior contract designer. + Responsible for enforcing new branding initiatives by re-designing and updating global marketing collateral. + Designed the organization's October, December and March issues of Octane, a quarterly magazine publication. + Designed the annual convention signage and marketing collateral for the organization's largest global event held in Athens, Greece.

United Way Worldwide

Contract Graphic Designer | Alexandria, Va | March 2013 – December 2013

Prepared visual marketing materials for annual conferences. + Preproduction of existing documents. + Coordinated with internal departments to assess design needs.



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United Way Store

Graphic Merchandising Specialist | Alexandria, Va | May 2012 – February 2013
(Department dissolved)

Supported the merchandising team in product development, visual communication and sales. + Advised on new products offerings and reported project scopes to the Merchandising Manager and CEO. + Photographed and mocked product images for the online store. + Assisted in monitoring United Way's brand compliances in regional locations.

Nomadic Display

Lead Graphic Technician | Springfield, Va | September 2009 – May 2012

Preflighted high-quality digital graphics for large format printing. + Designed exhibit graphics as needed. + Consulted with distributors of Nomadic's products and end-users to define their needs and concerns. + Promoted the company's long-term goal of customer loyalty and satisfaction. + Provided guidance and training to the incoming Graphic Technicians while working closely with the CEO. + Developed and designed training materials for the Graphic Technician position.