Rosie Strom

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With over 8 years of experience in graphic design, I excel in brand development, visual storytelling, and data visualization. I have successfully revamped brand guidelines, created self-service libraries, and developed interactive digital experiences, resulting in improved brand consistency and revived client engagement in just a few months.

WORK EXPERIENCE

Senior Graphic Designer
Cube Software · Remote · 08/2023 – Present

- Craft compelling visual stories to distill and explain our products' benefits, use cases, solutions, and time-saving value, effectively translating complex information into engaging visuals that resonated with customers and drove product adoption.
- Manage a wide range of design requests in a fast-paced startup environment, encompassing diverse projects such as landing page layouts and graphics, webinar materials, presentation designs, social graphics, ebooks, swag design, conceptual explainer graphics, website experiments, and other dynamic tasks.
- Revamped and expanded the company's brand guidelines, enhancing the visual identity by updating and extending the color palette, graphics, and texture usage. Created a comprehensive guidelines document to ensure brand consistency.
- Led and maintained a productive partnership with an external agency, offering valuable feedback and ensuring alignment with project goals.

Lead Brand Designer
Pegasystems · Cambridge, MA · 09/2019 – 08/2023

- Developed tailored interactive account-based digital experiences, incorporating visuals and messaging that align with clients' needs, resulting in revived engagement from stale contacts and accounts, leading to meaningful conversations and opportunities for expanded services.
- Overhauled company presentation template (PowerPoint) and developed a self-service library of visual assets, resulting in a cohesive brand identity, improved visual impact, and streamlined presentation creation process.
- Managed and led the creation of keynote speaker presentations for a flagship event, collaborating with executive speakers, script writers, and an external agency to develop presentations that skillfully balanced bold visuals with compelling storytelling to effectively showcase technology capabilities, inspiring an audience of 4,000+ attendees.
- Expert at distilling complex ideas, topics, and concepts into easily understandable visuals and presentations, enabling effective communication and comprehension for diverse audiences.
- Delivered direction and feedback to a team of freelance designers and an external agency to ensure high-quality deliverables and adherence to project timelines.

Senior Graphic Designer
Forrester · Cambridge, MA · 05/2017 – 05/2019

- Collaborated with analysts and researchers to translate complex research concepts into compelling visual stories, utilizing market data and analytics to effectively communicate key insights.
- Created thought leadership report series to develop engaging and informative marketing materials that educated customers on important topics and positioned the company as an industry expert.
- Provided lead design support for keynote speakers at various events, including summits focused on B2B marketing, Customer Experience, and Digital Transformation. Developed visually impactful presentation materials that enhanced the speakers' messages and contributed to the overall success of the events.
- Developed data visualization templates and design guidelines for research graphics to enhance the clarity and impact of data-driven visuals, ensuring consistent representation of the company's brand, and accessibility for diverse audiences.

Graphic Designer
Forrester · Cambridge, MA · 05/2015 – 05/2017

- Designed conceptual and diagram graphics, and infographics for use in reports, social graphics, blog posts, marketing pages, PR opportunities, and keynote presentations.
- Created an icon suite, including character figures, for use in graphics across company materials.
- Lead design support for keynote speakers at Forrester events.

Interactive Marketing Assistant
Net Atlantic · Salem, MA · 10/2013 – 05/2015

- Designed and produced graphics and promotional materials for blog posts, whitepapers, social graphics, presentations, and the company website.
- Utilize HubSpot's inbound methodology to create conversion paths that capture visitors into leads.

EDUCATION

Bachelors of Fine Arts in Graphic Design and Digital Media
Champlain College · Burlington, VT

SKILLS

- Adobe Creative Suite
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro
- Branding
- Collateral Design
- Conceptual Thinking
- Digital Asset Management
- Ideation
- Information graphics
- Microsoft Suite
- Presentation design
- Problem solving
- Storyboard creation
- Visual storytelling