

Skills MAC; PC; Adobe Creative Cloud: Photoshop, InDesign, Illustrator, Dreamweaver, Premiere Pro, After Effects, Acrobat; Microsoft Office: Word, PowerPoint, Excel, Outlook; FTP; Content Management Systems (CMS); HTML; CSS

Websites **Portfolio:** <http://maryellenrosata.com/> + **LinkedIn:** <https://www.linkedin.com/in/maryellenrosata>

Experience **Senior Digital Design Consultant, August 2017–February 2019**

RWJBarnabas Health (RWJBH.org), Remote / MER Designs LLC, Ranson, WV

- Provided graphic and web design consulting services to the Interactive Services, Strategic Marketing and Communications Department at RWJBarnabas Health, New Jersey's largest integrated health care delivery system
- Developed monthly email marketing campaigns in Constant Contact that were distributed to over 100,000 consumers
- Created images and updated content via Scorpion CMS for RWJBH.org consumer website
- Redesigned the RWJBH Health Connect App and provided custom icons and graphics to information technology team
- Created cover graphics for the organization's social media networking sites, including Facebook and Twitter

Graphic and Web Designer II, May 2015–June 2017

Avis Budget Group, Parsippany, NJ

- Developed designs for print, multimedia, and web in collaboration with Corporate Employee Communications Professionals, Human Resources Managers, Learning and Development Specialists and Senior Talent Acquisition Specialists
- Created responsive website redesigns for external career site for the Americas
- Designed web banner ads and profile cover images for social media sites, including Facebook, Glassdoor, LinkedIn, Pandora, Twitter and YouTube
- Produced and designed multimedia videos, posters, invitations and signage for fundraising and corporate events
- Designed PowerPoint presentation for Avis Now App launch
- Organized and maintained image database of corporate brand logos and employee photography from photo shoots and company events
- Managed print projects from obtaining quotes through production of final piece
- Redesigned employee onboarding folder and booklet
- Designed employee communications templates for use in InDesign, Acrobat, PowerPoint, Word and Outlook
- Updated content on The Neighborhood employee intranet using concrete5 Content Management System (CMS)
- Awarded certificate of completion for HR Management Training Curriculum self-guided course

Web Designer, November 2013–May 2015

RWJBarnabas Health, Toms River, NJ

- Redesigned The Bridge employee intranet website in collaboration with the interactive marketing team
- Managed and created website pages using Scorpion CMS, HTML and CSS
- Designed landing pages, web banners, animated GIF advertisements, call-to-action buttons, and hospital e-newsletters
- Assisted in content migration and image selection for new consumer website launch

Graphic Design Specialist, April 2006–April 2013

The Scripps Research Institute, La Jolla, CA

- Designed and produced layout of chemistry textbooks, group journals, publications, flyers, invitations and brochures
- Created illustrations and designed infographics for scientific journal covers, table of contents, and articles
- Designed website in Cascade CMS and redesigned logo for ScrippsAssists™ employee volunteer group
- Produced slides in Photoshop and created PowerPoint presentations and shows for lectures and symposiums

Freelance Associate Art Director, April 2005–December 2005

Future Network US, Solana Beach, CA

- Assisted Art Director with design and production of action sport magazines, trade books, and cover wraps

Art Director, April 2002–February 2005

Big Designs, Inc., Point Pleasant, NJ

- Managed and designed layout of nationally distributed Hanley Wood special interest publications
- Supervised and managed 3 Graphic Designers while working as a team to meet deadlines

Education **Ramapo College of New Jersey, 1996–2000, BA in Communication Arts, Graphic Design**
University of California, San Diego, 2010, Certificate, Web Design for Graphic Professionals