

Rose daRosa

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Qualifications Summary

Web designer, creative, artist, award-winning draftsman, and business woman with eight-plus years of experience and a proven track record of success in sustaining excellent client relations, and managing multiple projects concurrently – from initial concept to Web site completion – for clients in a broad range of industries. My clean, strong design sensibility is driven by usability.

Visit www.rosedarosa.com to review my portfolio.

Expertise

SOFTWARE

Photoshop, Dreamweaver, Flash, Captivate, Illustrator, Microsoft Office Suite, InDesign, PC and MAC.

WEB PUBLISHING LANGUAGES

DHTML (XHTML, CSS and JavaScript); basic Action Script 2; solid knowledge of Web standards and SEO.

ILLUSTRATION AND IMAGE MANIPULATION

Excellent in drawing, rendering and modifying imagery through an array of different media physical and digital. Award winning draftsman (Elizabeth Greenshields Award, Montreal, Canada).

Professional Experience

WEB DESIGNER – Rose daRosa Design www.rosedarosa.com

Chicago, IL (1999 – Present)

- Design Web projects through all stages of development
 - Partner with clients to clarify business concept and develop branding strategy.
 - Assess Web sites and recommend options, prepare proposals.
 - Design Web sites from initial concept and information architecture: create wireframes and sitemaps, design layouts, manage projects, construct front end to W3C standards and for SEO; coordinate with programmers.
 - Create corporate identity materials, including logos, stationary systems and brochures.
 - Coordinate with various agencies, developers and corporate clients as part of team for Web, multimedia and e-mail development.

WEB/MULTI-MEDIA DESIGNER – Creative Marketing Resource

Chicago, IL (Full-time 2005 – 2006)

Created Web and multi-media projects, including developing and maintaining client Web sites using layout provided by art directors; creating e-mails, advertising banners and micro sites; creating flash infomercials and commercials integrating graphics, photos, video and audio; illustrating charts and graphs. Created prototypes, wireframes and architecture. Worked with designers to implement designs.

WEB & GRAPHIC DESIGNER – Lincoln & Hyde Advertising
Chicago, IL (Freelance 2004 – 2005)

Primary role included participating in concept development for advertising and Web design projects with the creative team. Designed and implemented projects, including Web sites, graphic design for brochures, advertisements, logos and identity packages.

EXHIBITING ARTIST
(1980 – 2003)

Exhibited internationally in art galleries. Artwork is represented in private collections in Germany, Portugal, France, England, Switzerland, Canada and the United States. Created various commissioned artworks. Primary mediums are acrylic, drawing, and etching. For full exhibition CV and to view paintings visit www.rosedarosa.com/old/index.html

PROJECT COORDINATOR – 3D Chicago
Chicago, IL (1998 – 1999)

Coordinated the installation of 171 monumental scale sculptures for a six month exhibition at Navy Pier. Liaised with 200+ international artists and artists' representatives.

PROJECT COORDINATOR – SureFire Enterprises, Inc.
Chicago, IL (1998)

Assisted in product launch for Graham Paint Company. Created press and trade mailing lists; developed press kit contents; supervised vendors, including writer, photographer, designer, and printer; tracked editor responses.

TEACHER OF ENGLISH AS A FOREIGN LANGUAGE

Lisbon, Portugal (1990 – 93); Paris, France (1993 – 95); Frankfurt, Germany (1996)

Taught English as a second language in private schools, university and in companies to students ranging in age from children through adult.

STUDIO PRODUCTION SUPERVISOR, ARTIST ALLAN MCCOLLUM
New York, New York (1987 – 1989)

Managed production of 10,000 unique plaster sculptures through five phases of process. Trained and supervised 20 employees. Successfully met tight production deadlines for exhibition at Los Angeles County Museum of Art.

Education

1999 – present	Web design programs, SEO, graphics programs and development trends
1995	Diploma for Teaching English as a Foreign Language (TEFL), Paris, France
1990 – 91	Certificates for TEFL and for TEFL to Children, Lisbon, Portugal
1987	Alliance of Independent Colleges of Art, NYC, USA (Tuition Scholarship)
1983 – 87	Ontario College of Art, Toronto, Canada (American BFA equivalent)
1985	Ontario College of Art Off-Campus Program, Florence, Italy

Additional Languages

Intermediate French and Portuguese