

ZOE ELLYSE DEL ROSARIO

GRAPHIC DESIGNER
LOS ANGELES, CA

ZEPD.DESIGN
ZEPDELROSA@GMAIL.COM

SKILLS

- Branding & Identity
- Photo Editing / Asset Creation
- Social Media Marketing
- Visual Research
- Illustration/Fine Arts
- Prototyping
- Coding (HTML/CSS)
- Organization & Time Management

SOFTWARE

- Photoshop
- Illustrator
- InDesign
- PremierPro
- Figma
- Microsoft Office
- Google Suite
- Atlassian/Confluence/JIRA

EXPERIENCE

Graphic + Visual Designer → The Block Crypto

Remote / May 2022 - Present

Singular point of connection for anything needing design. Scope includes providing news-breaking and general use images daily, maintaining the company-wide image request channel, fulfilling weekly basic/intermediate Product Design needs, and continually refreshing visual identity per industry trends. Constantly coordinating with heads of departments, Product Managers, and directly collaborates with Director of Design.

Graphic Design Intern → The Block Crypto

Remote / August 2021 - May 2022

Responsibilities included delivering image requests company-wide, producing on average 40-60 custom images weekly. Headed the creation of bi-monthly commissioned data reports through collaboration with company researchers and stakeholders, converting lengthy documents into branded publications.

Graphic Design Intern → Make-A-Wish

San Francisco, CA / March 2020 - August 2021

Assisted SF/Bay Area Marketing Team with graphics creation. Scope included delivering acknowledgement awards, story profiles, event collateral, and weekly email headers. Created copy and graphics for weekly promo, edited promotional videos for promotional stories, and designed custom event logos in conjunction with companies such as NBC Universal.

Brand Ambassador → Pentel

Los Angeles, CA / January 2020 - August 2020

Awarded bonus by program for quality of marketing plan and social media content. Facilitated seasonal marketing events geared towards students on USC campus. Collaborated with fellow art student and ambassador to create cohesive marketing plans, schedules, and ideas for brand events.

EDUCATION

University of Southern California

Roski School of Art and Design / Bachelor of Fine Arts, Design

Minors: Communications Design, Web Technologies & Applications

Summa Cum Laude, 3.96 GPA Named Class Outstanding Graduate