

Rosamund Octavia Stanley Berdann



GRAPHIC DESIGNER
& CACIO E PEPE AFFICIONADO

LINKEDIN

WEBSITE

Contact

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Who Are You?

Hi, I'm Rosie. I'm a graphic designer born and raised in New York City. I'm fond of Brussels Griffons, orangutans, and actors who were famous in the 2000s.

Skills

- ☺ Non-destructive file handling
- ☺ Image retouching
- ☺ Concepting and ideating high-level moodboards for art direction
- ☺ Ability to multi-task, prioritize, and meet necessary deadlines
- ☺ Strong attention to detail
- ☺ High degree of organization
- ☺ Excellent & effective communication, written and verbal

Tools

- ☺ Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- ☺ AfterEffects
- ☺ Figma
- ☺ eCommerce platforms including Shopify, Klaviyo, and Motion
- ☺ Google Slides
- ☺ Canto

Education

- ☺ Smith College, BA, 2018
- ☺ Saint Ann's School, 2014

Experience

Senior Graphic Designer

NESTIG * NEW YORK, NY * MAY 2023 - PRESENT

- ☺ Take a more birds-eye-view approach to design rather than be in the weeds on the day-to-day
- ☺ Leading larger-scale projects such as a re-brand to compliment the company's expansion into kids
- ☺ Art directing 3D images for both paid ads and site
- ☺ Mentoring junior designer and assisting in design growth

Graphic Designer

NESTIG * NEW YORK, NY * MAY 2022 - MAY 2023

- ☺ Create designs for marketing initiatives for all digital channels, (including growing email channel 1,094% with regular marketing emails) in addition to occasional print material in the form of direct mail
- ☺ Work collaboratively across teams to execute needs such as assembly manuals, social media graphics and stories, and art direction concept ideations
- ☺ Serve as quality control on all design efforts, ensuring that everything is polished, beautiful, and visually aligned with brand guidelines

Assistant Graphic Designer

CUUP * NEW YORK, NY * FEB 2020 - NOV 2021

- ☺ Assisted Senior Designers with formatting and maintaining digital assets for CUUP's website, organic social media, and paid social
- ☺ Helped with ad hoc retouching needs, such as retouching wrinkles in fabric and masking out distracting elements
- ☺ Executed and created content for CUUP's multi-channel editorial platform, BodyTalk, from production to site to social

Digital Designer

NESTED * LONDON, UK * 2021 - 2022

Jr Designer

URBAN FT * NY, NY * 2019 - 2020

Creative Intern

ZOLA * NY, NY * 2018 - 2019

Previous Roles