



JOSÉ ROSA

"Graphic Design should be re imagine, redefined, and built with equity at forefront in a world of the new normal"

HIGHLIGHTS

Adobe Creative Cloud Suite

- Photoshop
- Illustrator
- InDesign
- Lightroom
- Aftereffects
- Figma

Proficient Photographer
Experienced in Procreate
Fluent in Spanish & English

Event Production Skills
Co-Creator of Conectarte
- Artist Collective in Mexico
City

Project Management Skills
Co-Creator Creative Pour Over
- Creative Meet up/workshops

EDUCATION

Columbia College Chicago
September 2012 - May 2015
Chicago, Illinois
BFA, Graphic Design

Lorenzo de Medici, Italian
Intensive International Institute
Exhibition & Museum Design
Rome, Italy January 2015

Milwaukee Area Technical
College (MATC)
Milwaukee, Wisconsin
September 2010 - May 2012
Associates Degree,
Graphic Design

SELECTED FREELANCE EXPERIENCE

Graphic Designer/Illustrator (04/2021 - 10/2022) - Creative Reaction Lab

- Lead In-House Graphic Designer where I created a departmental process to improve productivity and creation of branded materials that promoted equity centered and inclusive design thinking such as an animation, typeface, and employee culture guide.
- Developed graphics and assets for marketing collateral to promote our educational framework related to equity design for social media campaigns such as Giving Tuesday, Black History Month, Latinx Heritage Month, and Affects of Roe vs Wade in Latinx Community.
- Managed multiple projects to meet tight deadlines as well as project managed with design and marketing teams for the completion of 6-8 separate assignments during in each fiscal quarter.

Graphic Designer (01/2020 - 04/2022) - Chicago Public Library

- Created branding assets for the ChiTeen Lit Fest which is a youth lead literary festival in Chicago.
- Collaborated with CPL staff to identify needs, share ideas and review work with branding guideline, schedule meetings with youth, and focus on brand messaging along with working with existing design guidelines.

Graphic Designer (06/2016 - 04/2019) - Kineo Creative

- Conceptualized and executed a variety of graphics and assets to be used in various marketing material, including flyer's, brochures, emails, social media posts for e-learning educational tools.
- Maintained and designed an organized workflow in order to make the organizational goal of completing 9 e-learning materials in three months, and was asked to return the following 3 years.

Design Assistant (12/2012 - 05/2015) - Community Center of Arts Partnership

- Conceptualized, designed, and produced a wide range of graphic material (i.e. website, brochures, fact sheets, direct mail, etc.) For Columbia College Chicago.
- Assisted with graphic design needs including acting as a liaison to program staff and instructors to maintain design protocol and daily website upkeep.
- Gained the experience to accept feedback, review work and implement revisions as well as developed fundamental design principals.

312-866-8177
1806 S. Racine ave 2R
60608 Chicago IL

jrosa@joserosadesign.com
joserosadesign.com
Graphic Design

"Simple design is smart design."