

# Ryan Rosenberg

135 South Street, Hightstown, NJ 08520

c: 732.599.0094 • e: ryan@delameanadesign.com • w: DelameanaDesign.com • linkedin.com/in/ryanrosenberg1

Dynamic senior-level design leader with exceptional creative and conceptual skills. Over 17 years of proven successes providing design solutions and creative direction in fast-paced, deadline-driven environments. Passionate creative who excels at building and leading high-performance teams in both large and small organizations. Strong record of performance in restructuring processes that achieve cost savings, increased efficiency and enhanced profitability.

## Areas of Expertise

Building internal creative departments for large, complex organizations • Graphic, web and interface design, including for mobile platforms • Digital art direction as it applies to the highly-regulated healthcare and financial industries

- Designing innovative, user-centered digital experiences
- Visual problem solving – translating abstract concepts into visual solutions
- Mentoring designers and maintaining the highest standards and quality of design work

## Industry Experience

### **Sanofi Pharmaceuticals** – Bridgewater, NJ • December 2014 – present

#### Manager, Digital Asset Design & Production

North American lead for digital design in Sanofi's Diabetes/Cardiovascular business unit. Lead Sanofi's in-house digital design effort, supporting new and established brands to maximize effectiveness, efficiency, and dollars by providing low-cost creative services, including mobile design, social channel development, and digital asset creation. Day-to-day responsibilities include:

- Identify projects to bring in-house, then rapidly assemble and manage teams based on project specifics and deadlines
- Triage design work to most appropriate third-party vendor based on scope, availability and budget
- Manage external agency partners to ensure design deliverables are of the highest quality, as well as brand and regulatory compliant
- Seamlessly transition from leading conceptual ideation to rolling up my sleeves and executing solutions to complex digital design problems
- Advocate for solid design principals, as well as provide expertise on digital technologies and User Experience (UX) design
- Present portfolio and results of in-house creative services to clients, management, and key stakeholders
- Navigate a complex and highly-regulated global organization to deliver tangible business results

Currently serving on Sanofi's implementation advisory committee for Zinc, the industry-leading pharmaceutical regulatory platform, as well as Sanofi's Champions for Change initiative that strives to build a positive corporate culture.

### **Delameana Design, LLC.**

#### Owner and Creative Director

Company formed in 2001 to provide print and digital solutions to diverse client base including healthcare, finance, travel, education, food service and government. Manage all projects from inception to completion, including production issues, deadlines, subcontractors, vendors, and budgets.

### **Bank of America Merrill Lynch** – Hopewell, NJ • June 2010 – November 2014

#### Senior Digital Art Director

Design lead at in-house digital marketing agency responsible for designing, building and maintaining Bank of America web properties such as ml.com, wealthmanagement.ml.com, ustrust.com, and pbig.ml.com. Responsibilities include creating site wireframes, addressing user experience and information architecture issues, and designing interfaces, including solutions for mobile devices. Routinely produce creative concepts for new digital marketing strategies, present them to line-of-business partners, provide art direction, and work closely with development team and outside agencies to ensure brand compliance, proper functionality and site aesthetics.

## **Merck** (formerly Schering-Plough Corporation) – Kenilworth, NJ • February 2005 – June 2010

Senior Art Director

Member of in-house design team charged with developing support tactics for all US and global pharmaceutical brands. Lead designer on multiple brands, responsible for maintaining brand integrity as well as collaborating with product managers to develop new brand strategies.

## **Impact Unlimited** – Dayton, NJ • August 2003 – August 2004

Multimedia Designer

## **CP Partners** – Princeton, NJ • August 2002 – August 2003

Art Director

## **Bristol-Myers Squibb** – Plainsboro, NJ • March 2001 – July 2002

Graphic Designer

## **Kenexa** – Princeton, NJ • January 2000 – March 2001

Multimedia Designer

## **The Seibel Group** – Princeton, NJ • January 1999 – January 2000

Graphic Designer

## Associations

### Groups and Associations

#### Hightstown Borough Council

Elected to serve on the Hightstown, NJ governing body for a 3 year term from 2006 – 2008. Leveraged management capabilities with marketing and design sense to make tangible improvements to the local business district. Introduced legislation to protect local environment. Also served on Hightstown's Environmental Commission and Economic Development Committee during term.

#### Downtown Hightstown, Inc.

Founder and former Executive Director, current Board member, of Downtown Hightstown, Inc. ([www.downtownhightstown.org](http://www.downtownhightstown.org)). Managed and lead a 501(c)3 tax-exempt charitable organization of local business owners and residents working to rebrand and revitalize the Hightstown business district as a pedestrian-friendly destination for shopping, living, working, and playing.

#### Hightstown Clean and Green Team

Formed community task force associated with the Hightstown Environmental Commission with the mission of making Hightstown more visually appealing, environmentally friendly, and inviting for everyone. Projects included securing funding to build community gardens, organizing town-wide cleanups and hosting environmental awareness and community outreach events.

### Professional Organizations

Member: National Association of Photoshop Professionals • Member: Interaction Design Foundation

## Education & Capabilities

### Education

BFA, Graphic Design with a specialization in Computer Graphics from The College of New Jersey, 1994 – 1998

### Capabilities

- Highly proficient: design (print, web, mobile), branding, multichannel marketing
- Proficient: light coding, video & animation
- User Experience: conceiving, wireframes, prototypes & user-flows
- Illustration: Medical, Promotional, Product & Conceptual

## Personal Endeavors

### Interests

Painting, Carpentry, Gardening, Travel, Fitness, Team & Community Building