

Ryan Rosenberg

Design & User Experience (UX) Leader



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EXPERIENCE

Associate Director, Customer Experience & Design

Sanofi

📅 March 2020 – Present 📍 Bridgewater, NJ

- Design digital solutions that put customers and employees at the center of everything we do.
- Author, maintain and champion Design Systems with a focus on reusability and scalability.
- Educate on the necessity of designing with the customer in mind via Design Thinking and User-Centered Design methodologies.
- Capture voice of the user via interviews, analytics, prototype testing and usability research with results that connects customer needs to design solutions.
- Lead agile design teams to bring new features and services to our employees across the globe.
- Development of superior digital experiences in partnership with Sanofi application development & teams and a set of strategic third party vendors.

Associate Director, Digital Design & User Experience Capability Lead

Sanofi

📅 May 2018 – March 2020 📍 Bridgewater, NJ

- Optimize design processes and investment by overseeing and managing key components of the design of digital marketing materials, while promoting user experience (UX) best practices from ideation through consumption.
- Lead the effort to standardize how Sanofi delivers websites by building and owning a templated design system to drive efficiency and speed to market.
- Manage external agency partners and internal teams to ensure digital design deliverables are of the highest quality, as well as brand and regulatory compliant.
- Act as an advocate for solid design principals, as well as provide expertise on digital technologies, User Experience (UX) design and creative direction.

Manager, Digital Design & User Experience

Sanofi

📅 Dec 2014 – April 2018 📍 Bridgewater, NJ

- Lead Sanofi's in-house digital design effort and drive \$6MM+ in cost savings through creative asset rework.
- Partner with Sanofi brand managers to maximize effectiveness and efficiency by providing creative services including mobile design and digital asset creation.
- Identify projects to bring in-house, then rapidly assemble and manage teams based on project specifics and deadlines.

Senior Digital Art Director

Bank of America/Merrill Lynch

📅 June 2010 – Nov 2014 📍 Pennington, NJ

- Design lead at in-house digital marketing agency responsible for designing, building and maintaining Bank of America web properties.

Senior Art Director

Merck

📅 Feb 2005 – May 2010 📍 Kenilworth, NJ

Multimedia Designer

Impact XM (Experiential Marketing)

📅 Oct 2003 – Jan 2005 📍 Dayton, NJ

Art Director

CP Partners (Advertising)

📅 Aug 2002 – Sept 2003 📍 Princeton, NJ

Graphic Designer

Bristol-Myers Squibb

📅 Feb 2001 – July 2002 📍 Plainsboro, NJ

Multimedia Designer

Kenexa (Technology-Based Training)

📅 Feb 2000 – Jan 2001 📍 Princeton, NJ

Graphic Designer

The Seibel Group (Design & Print Shop)

📅 Jan 1999 – Jan 2000 📍 Princeton, NJ

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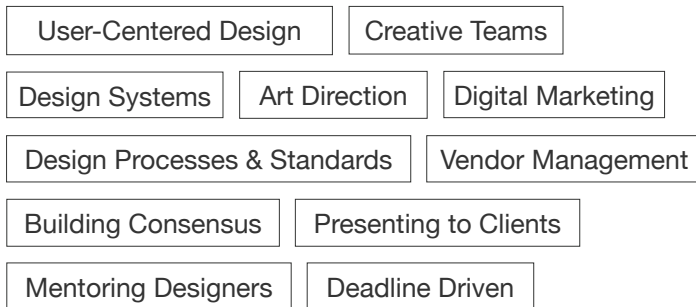
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STRENGTHS



MOST PROUD OF

Templated Design System

Sanofi

2018 – 2020

- Designing, owning and governing the process used to create all Sanofi U.S. websites. Project required change management and consensus building of external creative agency and development partners, brand managers, regulatory colleagues and internal stakeholders. **Business impact:** Average of 50% reduction in creative costs and 25% faster speed to market.

Creative Services

Sanofi

2015 – 2018

- Driving cost savings of \$6MM+ over a 4-year period by identifying and managing appropriate design projects to redirect to our internal Creative Services department.

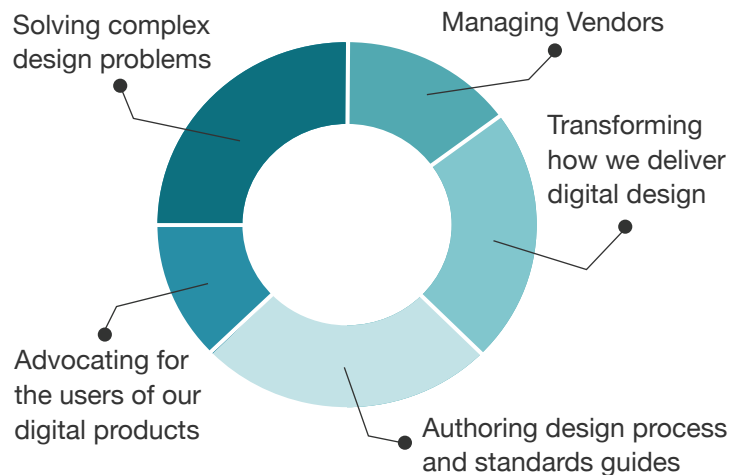
DESIGN ETHOS

simple • reusable • user-driven

FAVORITE QUOTE

“The impediment to action advances action. What stands in the way becomes the way.”

A DAY OF MY LIFE



EDUCATION

Mini-MBA: Digital Marketing

Rutgers Business School Executive Education

2019

Certified Usability Analyst

Human Factors International

2018

Bachelor of Fine Arts, Graphic Design

The College of New Jersey

1994 – 1998

VOLUNTEER EXPERIENCE

Adobe Creative Cloud Advisory Board

Board Member

2020 – 2021

Hightstown, NJ

Planning Board Member

2019 – 2021

Founder, Downtown Hightstown, Inc.

2010

Elected Member of Government

2006 – 2009