

# Ryan Rosenberg

## Omnichannel Design & Customer Experience (CX) Leader



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## EXPERIENCE

### Director, Omnichannel Engagement Capabilities

#### Sanofi

📅 August 2021 – Present 📍 Bridgewater, NJ

- Responsible for bringing innovative omnichannel business capabilities to Sanofi that will empower brand teams to provide a superior customer experience. Highlights include:
- Lead Modular Content effort in US, driving 25% faster content creation and 85% faster regulatory throughput.
- Enable website personalization in the US, driving 7x engaged users and 57% lower cost-per-click.
- Introduce A/B Testing capabilities for US websites, allowing brand teams to experiment with content.
- Develop and maintain a capabilities maturity model and road map that measures channel readiness to deliver personalized content.
- Drive Field Force awareness and adoption of Omnichannel ways of working to power Sanofi's Next Best Action/AI engine.

### Assoc. Director, CX & Design

#### Sanofi

📅 March 2020 – August 2021 📍 Bridgewater, NJ

- Design digital solutions that put customers and employees at the center of everything we do in partnership with Sanofi application development & teams and a set of strategic third party vendors.
- Author, maintain and champion Design Systems with a focus on re-usability 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.

### Assoc. Director, Digital Design & UX Lead

#### Sanofi

📅 May 2018 – March 2020 📍 Bridgewater, NJ

- Optimize design processes and digital technology investment by overseeing and managing key components of the design of digital marketing materials.
- Lead efficient delivery websites by building and owning a templated design system to accelerate speed to market (52% more efficient after implementation)
- Manage external agency partners and internal teams to ensure design deliverables are of the highest quality.

### 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.

### Senior Digital Art Director

#### Bank of America/Merrill Lynch

📅 June 2010 – Nov 2014 📍 Pennington, NJ

### 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)

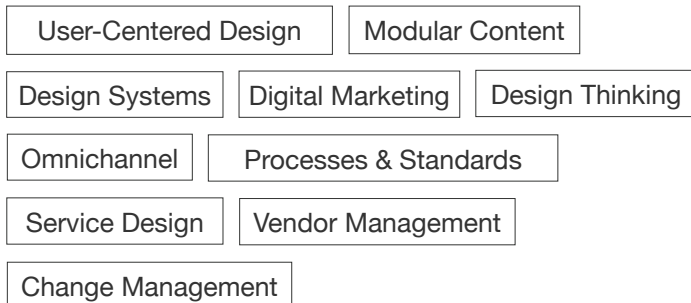
📅 Jan 1999 – Jan 2000 📍 Princeton, NJ

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## STRENGTHS



## MOST PROUD OF

### **Templated Design System** **Sanofi**

- 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**

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

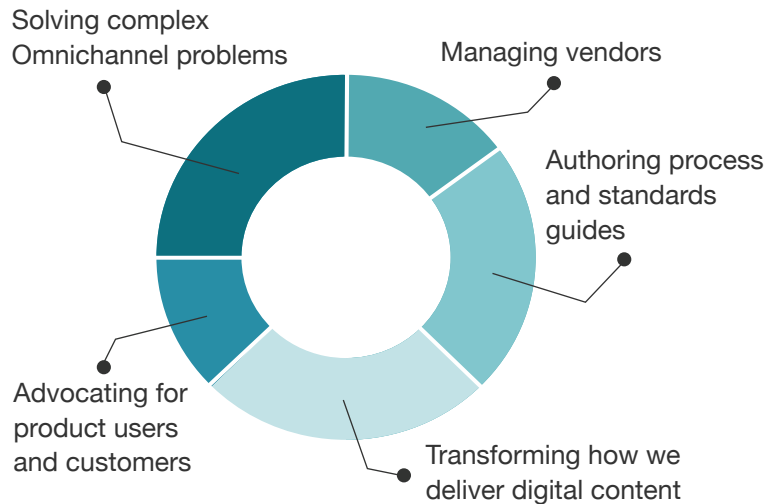
## WORK ETHOS

collaborative • creative • customer-focused

## 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 – 2022

Hightstown, NJ  
**Planning Board Member**  
2019 – 2021

**Founder, Downtown Hightstown, Inc.**  
2010

**Elected Member of Government**  
2006 – 2009