

MAGGIE ROSE

443.616.6665

maggierose.digital

SENIOR GRAPHIC DESIGNER

maggiefaerose@gmail.com

Solution-oriented and multi-disciplinary designer with 8 years of experience in branding, marketing, and print design. Delivered hundreds of marketing assets for 10+ hardware and software product launch campaigns in the form of social media & ad graphics, packaging & labels, and video content. Has extensive experience crafting design systems, marketing campaign visuals, and organizing cross-functional teams to complete projects—using tools such as the Adobe Creative Suite (specifically Illustrator, Photoshop, InDesign, After Effects Premiere Pro), Figma, and Blender.

BUTTERFLYMX

2020-present, NYC

Digital Marketing Designer

Coordinated cross-team projects to create Marketing campaign visuals. Using AI technology, engineered Javascript and agentic automations to enhance workflow efficiency. Established design audits, refining Design team project workflows and identifying opportunities of improvement in the company's branding & design systems.

Junior Marketing Graphic Designer

Worked with Design and Marketing teams to update branding and educate company employees on evolving brand guidelines. Create Marketing collateral including social media graphics, documentation, video animation, packaging, company merch and internal collateral. Managed website design updates, eliminated bugs and pitched design changes to management.

Graphic Design Intern

Worked with Product Design and hardware/installation teams to develop design systems included in material such as: internal slide decks, user guides, technical documentation, and website elements. Maintained successful use of design principles. ie. typography, color, and layout for the creation of brand-consistent and accessible print & digital collateral.

FERLY

Aug – Oct 2020

Freelance Graphic Designer

Conceptualized and designed 70 unique digital art pieces in collaboration with app developers for visualization of narration-based in-app content. Assisted the company founders and designer in achieving an inclusive and accessible aesthetic reflective of the user base.

NYU Tandon Online

Jun 2018 – Aug 2019, NYC

Graphic & Multimedia Designer, Webmaster

Designed & created graphics and animation assets used for online graduate course lectures. Assembled online courses using Storyline/Rise 360. Ensured ADA compliance for online course graphics. Facilitated filming of lectures and editing of lecture transcripts.

NYU Tandon

School of Engineering

Integrated Digital Media, BS.

Concentrating in Graphic Design
Grad. May 2020

SKILLS

Adobe Creative Suite

Illustrator
Photoshop
InDesign
AfterEffects
Premiere Pro
Lightroom

Tech

Figma
GSuite
WordPress
Jira & Confluence
HTML/CSS/Javascript
AI workflow development
Rhino 3D & Blender

Creative

Photography
Videography
Screenprinting
Lettering
Pottery