



production artist & graphic designer

rosegreenstein.com • 917.748.8529 • rosegreenstein@gmail.com

## design experience

### ROSE GREENSTEIN GRAPHIC DESIGN 2024–PRESENT

#### Production Design Specialist

- Design and development of printed marketing materials, email templates, websites, and presentations for clients including Silvercast Media, PebblePost, Tomlinson Creative Services, Capital Jewish Museum, and Crisis History

### MOTHER 2016–2024

#### Lead Production Designer 2022–2024

- Created marketing materials including press kits, packaging, and mailers
- Fabricated handcrafted props, booklets, stickers, and other pitch swag
- Provided website maintenance and support for Mother and Mother subsidiaries
- Served as interim manager of Studio Department and mentored summer interns

#### Production Artist 2016–2022

- Created print, digital, and OOH ad mechanicals for clients including Target, Stella Artois, JW Marriott, Panera Bread, Dave & Busters, Tripadvisor, Headspace, and RoC Skincare

### ROSE GREENSTEIN GRAPHIC DESIGN 2014–2016

#### Freelance Designer

- Designed promotional print pieces and digital assets for clients including Hennessy, Maguire Family of Dealerships, and ION Marketing
- Designed and produced wayfinding and environmental art for clients including Bacardi, Airbandb, Avion Tequila, and Nascar
- Art directed, designed, and built Intermix Splash website

### VAN WAGNER COMMUNICATIONS 2010–2014

#### Manager of Creative Services 2013–2014

- Managed \$1.5M annual OOH production business nationally
- Worked with printers and installers to achieve exceptional client satisfaction
- Project managed rollout of Van Wagner website, coordinating with third-party vendor
- Conducted Van Wagner brand refresh; creating business-winning sales and marketing materials, spec sheets, corporate brochures, and RFPs

#### Designer 2010–2013

- Designed print and digital billboards, phone kiosks, and aerial banner ads
- Designed environmental graphics and promotional pieces for experiential marketing campaigns

### JESSICA WEBER DESIGN 2009–2010

#### Freelance Designer

- Designed brochures, invitations, and newsletters from concept through production

### THE JEWISH MUSEUM 2006–2008

#### Marketing Associate

- Designed marketing materials including email campaigns and printed mailers
- Updated and maintained Museum's website

## skills

- **Adobe CC:** InDesign, Illustrator, Photoshop, Acrobat, After Effects, XD
- **Google:** Slides, Docs, Sheets
- **Microsoft:** PowerPoint, Word, Excel
- **Web & AI:** WordPress, Squarespace, Mailchimp, Midjourney, Firefly, Figma
- Mechanical Cubed
- Slack
- OOH
- Prepress & Printing
- Handcrafting & Collaging
- Blogging
- Excellent client service

## education

### GENERAL ASSEMBLY

#### UX Design Bootcamp

### PRATT INSTITUTE

#### AOS, Graphic Design

High Honors, President's List

### UNIVERSITY OF MICHIGAN

#### BA, Art History & English

Academic Honors

## other experience

### CHRISTIE'S

Jr. Specialist, 20th c. Decorative Arts

### ROOM & BOARD

Design Associate & Computer Trainer

### CENTRAL PARK ZOO

Wildlife Guide

### INTERNATIONAL CENTER OF PHOTOGRAPHY

Membership Intern

### AMERICAN MUSEUM OF NATURAL HISTORY

Photography Intern