

Rosyl Igcasenza

Artist, Digital Designer, Creative Director

hello@rosydesign.co • <https://rosydesign.co>



SPECIALIZATIONS

BRAND + IDENTITY •

Logo design, mood boards, brand positioning and strategy

DIGITAL DESIGN •

UX, UI, email marketing, social media marketing, web design+development, motion graphics, banner ads, digital brochures

PRINT + LAYOUT •

Packaging, sales and marketing collateral, editorial design, infographics, presentation design

CUSTOM ART •

Sketch, paint and digitally translate custom artwork

SKILLS & PERSONALITY

Strong conceptualization and visual communication ability; detailed and consistent creative solutions; highly organized, proactive and adaptable; working knowledge of front-end development and current web design standards; fluent in Adobe CC; mobile-first mindset; efficient at multi-tasking and time management; collaborative team player; minimal supervision required.

Additional Skills & Endorsments:

CONNECT ON LINKEDIN

EDUCATION

BACHELOR OF ARTS •

University of Central Florida, Graphic Design Specialization, Orlando, FL, Dean's List, 2013

EXPERIENCE

ROSY DESIGN STUDIO •

Owner, Creative Director & Designer, May 2013 - Present

It's my goal to help fellow small business owners and entrepreneurs find their brand identity through powerful, thoughtful branding. I design and provide creative direction for small businesses to connect them to their audiences and bring ideas to life by tapping into their unique brand voice and showcasing their products and services with thoughtful content and visuals. Services include branding and identity, digital design, print and layout, and custom art.

HILTON GRAND VACATIONS •

Senior Designer, Remote, May 2018 - December 2019

Visual designer with a focus on digital media categories including UI, websites, microsites, landing pages, email marketing campaigns, and mobile apps. Spearhead web initiatives and provide mentorship to designers for building websites, landing pages and developing email templates for business partners and 300,000 owners in global markets including the U.S., Asia-Pacific and Europe. Work remotely full-time while successfully self-managing multiple projects and collaborating with business partners, senior managers, creative directors and key stakeholders to conceptualize mood boards, and design print and digital collateral while upholding HGV's brand.

Designer, Orlando, FL and Remote, May 2013 - January 2015, February 2016 - May 2018

Collaborate with project managers and business partners to conceptualize and design sales and marketing collateral for digital and print landscapes. Prepare, proof and finalize print artwork files before sending them to print vendors. Assist with digital asset management and file archiving. Participate in the Creative Services' successful effort in updating print and web collateral during the rebranding of HGV.

E-Marketing Design Intern, Orlando, FL, May 2011 - May 2013

Assist in the planning, creation, production, and maintenance of email blasts, web projects, print collateral, and managing/archiving the media library and files.

STEADFAST COMPANIES •

Interactive Graphic Designer, Irvine, CA, February 2015 - December 2015

Lead digital designer for marketing collateral and investor communications including emails, landing pages, micro sites, web banner ads and PowerPoint presentation decks to promote real estate investment, development and management opportunities. Provide print design support for additional collateral including postcards, flyers, brochures, invitations and the client flip book presentation. Receive formal training from a Marketo Expert to effectively create and manage automated email marketing campaigns, create and manage leads within the Salesforce database, and track, analyze, and report on dynamic email marketing campaigns to make recommendations for improvement.

VIRTUAL REALITY MEDICAL CENTER •

Web Development & Graphic Design Intern, Orlando, FL, November 2007 - June 2008

Digital design internship focusing on creating graphics and the development and launch of VRMC's first website.