ROSE CONVERY

EXPERIENCE

Design Director, Investis
New York, NY / November 2016 - Present

Design Consultant (Investis, VanEck Funds, Global X Funds, Simpson Thacher)
New York, NY / February 2015 - November 2016

Vice President and Creative Director, AlixPartners
New York, NY / March 2013 – January 2015

Creative director experienced at running high-volume shop, and evolving global brand. Responsible for creative vision, brand cohesion, day-to-day resource planning, productivity, allocation, and budget. First-ever creative director at AlixPartners.

- Centralized design function to guarantee consistent, branded collateral, to remove fulfillment burden from marketing leads, and to allow for better cost control.
- Set forth practical and much-needed design goals to link communications to the business objectives of building relationships and driving leads by ensuring all design is (1) thoughtfully client-centered, (2) branded, and (3) holistic / integrated.
- Developed templates and usage guidelines to help manage the complexity of email marketing.

Senior Art Director, Gerson Lehrman Group (GLG)
New York, NY / December 2011 – January 2013

Hands-on art director skilled at developing innovative brand and leading design team. Responsible for day-to-day operations, concept development, and execution.

- Guided team in a comprehensive rebrand that included a rethink of the tone and written expression of this complex business. New visual vocabulary, color palette, service icons, photo and illustration usage, and all media were developed.
- Collaborated with sales and research to improve visual appeal and usability of client report. Objectives: to simplify content, streamline style and create impact through client-specific content.
- Improved project workflow by establishing quick meetings to review design and recalibrate direction and timing.

Art Director, Royce & Associates
New York, NY / May 2007 – December 2011

Brand steward skilled at concepting original, high visibility communications. Maintained and reviewed print, digital and social media enhancements to unify marketing efforts.

- Revitalized materials with custom illustration and photography.
- Rolled out a successful e-delivery campaign that started with 3.6% participation of our direct shareholders and ended, 2½ years later, with 20.7% participation.
- Made business case to print marketing and high volume shareholder documents on 30% recycled content paper.
- Recommended and managed Quark to InDesign conversion. Supported data team initiative to automate charting.

KNOW-HOW

Management

Budget Oversight, Business Strategy Alignment, Creative Brief Writing, Estimate Procurement, Product and/or Technology Research, Project Planning, Resource Allocation, Quality Assurance, Team Building & Mentoring

Design & Art Direction

Advertising, Branding & Identity, Charts & Graphing, Color Management, Concept Development, Email Marketing, Event Graphics & Staging, Film Editing, Iconography, Information Design, Interaction Design, Presentation & PPT, Photo & Video Shoot, Storyboarding, Typography, Website (UE/IA)

Software

Adobe Creative Cloud, AutoPrice, Basecamp, Campaign Monitor, Keynote, Microsoft Office, Prezi, WordPress / MAC & PC proficient

FREELANCE

Bank of New York, Chiat Day, Citizen's Union, Global X Funds, Hachette Filipacchi Media, KPR, Morningstar, National Association of Realtors, Rotary International, Simpson Thacher, The Knights, T.R. Winston, TV Guide, Uniworld, Upshot, VanEck, Wunderman, Zolfo Cooper

EDUCATION

University of Illinois at Chicago

BFA in Graphic Design, College Honors
Chicago, IL / December 1997

TRAINING

- Basics of Web Design and Coding by University of Michigan on Coursera / Current
- Interaction Design Specialization by University of California, San Diego on Coursera / April 2016
- Animation Digital Compositing (AfterEffects), School of Visual Arts, New York / December 2015
- Infographics Workshop, General Assembly, New York / June 2012
- HTML & CSS Course, Career Center, New York / March 2011
- Edward Tufte 1-Day Course, New York / March 2009

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