

ROSE DREW | GRAPHIC DESIGNER AND EDUCATOR

1236 S. ALDER STREET • PHILADELPHIA, PA 19147 • 215.882.4539 • STUDIOROSE.DREW@YAHOO.COM

QUALIFICATIONS PROFILE

Creative and versatile graphic designer and educator with expertise in print, marketing, and multimedia. Innovative instructor of Typography and ESL, with outstanding student progress. Strong writing and editing experience. Stellar collaborative and interpersonal ability; consummate team player with excellent communication skills. Extremely skilled in client/vendor relations and partnerships. Dedicated creator of successful marketing and collateral campaigns.

PROFESSIONAL EXPERIENCE

2013-PRESENT

DREXEL UNIVERSITY, WESTPHAL COLLEGE, MEDIA ARTS, GRAPHIC DESIGN

Adjunct Assistant Professor, Philadelphia, PA Courses: Typography I and II

Masterfully instruct typography classes, while incorporating digital demonstrations in Adobe InDesign and Illustrator, class critiques, hand sketches, and individual instruction. Typography I explores the history of typography, letterform combinations, classifications of type, and word compositions, culminating in a type texture composition around a three-dimensional object. Type II involves kerning words, tracking lines of type, typesetting sentences, paragraphs, and pages for impact. Effectively guide students to their final project solutions: 20" x 30" posters based entirely on one typeface, which are then translated into a website home page and iPhone application pages.

DREXEL UNIVERSITY, WESTPHAL COLLEGE, DESIGN AND MERCHANDISING

Adjunct Assistant Professor, Philadelphia, PA Course: Computer Imaging I

Effectively teach Computer Imaging course, comprised of digital demonstrations, in-class tutorials, lectures, examples, and class critiques, to have students master the fundamentals of Adobe Illustrator, Photoshop, and InDesign. Course highlights: graphics creation and manipulation; image acquisition, text creation and manipulation; typography; input and output options and control; utilizing Adobe's integrated toolset; system fundamentals; and troubleshooting as they relate to the creative industries. Projects include: Pop Art Self Portrait, Seamless Repeated Pattern, Mood Board, and Magazine Cover Spread and Inside Spread.

2015-2019

UNIVERSITY OF THE ARTS, ESLI (ENGLISH AS A SECOND LANGUAGE INTERNATIONAL) PROGRAM

Lecturer, Philadelphia, PA Courses: Reading and Vocabulary I and Film Fridays

Skillfully instruct Reading and Vocabulary while increasing students' vocabulary, as well as improving their reading, writing, and spoken ESL levels, based on various assigned readings. Develop an aesthetic in ESLi students for many genres of film in Film Fridays class, while expanding their speaking/listening comprehension through written and verbal activities before and after viewing the films.

2008-PRESENT

STUDIOROSE GRAPHIC DESIGN

Art Director, Philadelphia, PA

Successfully acquire and coordinate design projects from conception through completion. Diligently work with clients to achieve their vision. Skillfully create logos as well as business cards, stationery systems, trade show graphics, newsletters, and promotional materials such as brochures, Facebook announcements, and invitations. Art direction of photography for corporate identity projects.

2005-2008

GRUBB & ELLIS COMPANY

Marketing Coordinator, Philadelphia, PA

Efficiently provided the research, design, layout, and production of proposals for commercial real estate property management, resulting in millions of square feet managed by G&E. Initiated and maintained project time lines, shared across proposal team. Produced presentations for property management in conjunction with team. Coordinated marketing collateral material, from design through production. Implemented monthly updates of information on G&E eNet.

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ADDITIONAL DESIGN EXPERIENCE:

- **ARAMARK CORPORATION**, Philadelphia, PA, Marketing Coordinator: Proposals, newsletters, marketing collateral
- **MCCANN-ERICKSON**, New York, NY, Macintosh Artist: SONY Pictures Retail Account, Advertising
- **Z MICHAELS**, New York, NY, Freelance Designer: Catalogs
- **THE SCHECHTER GROUP**, New York, NY, Freelance Designer: Corporate Identity/Packaging
- **TED THOMAS ASSOCIATES**, Philadelphia, PA, Freelance Designer: Pharmaceutical Advertising
- **VANGUARD GROUP**, Paoli, PA, Freelance Designer: Funds Books
- **ELKMAN/ALEXANDER**, Philadelphia, PA, Freelance Designer: Advertising and Signage
- **PHILADELPHIA ART ALLIANCE**, Philadelphia, PA, Membership Coordinator and Graphic Designer

DIGITAL SKILLS

Proficient in: Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Acrobat, Microsoft Office

EDUCATION

Bachelor of Fine Arts, Graphic Design, University of the Arts, Philadelphia, PA

INTERESTS

Photography, Watercolor and Gouache Painting