



**ROSALBA DE MEO** *Creative Professional*

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📍 NJ



**Highly skilled creative professional** with experience in successfully conceptualizing and executing visually captivating campaigns. Passionate about creating impactful designs and collaborating with cross-functional teams to deliver exceptional results. My approach is to see the big picture while never losing sight of the pixels. I'm seeking an opportunity to contribute to the continued success of a dynamic organization.

## PROFESSIONAL EXPERIENCE

### Dentino Marketing, 2003 – 2023, Art Director

- Developed issuer-branded direct marketing communications for clients such as Mastercard, Prudential, USGA, Nareit, and American Red Cross, aligning with their best practices and unique brand guidelines..
- Ensured a consistent and coherent brand experience relevant to the target audience by overseeing the entire design process from concept to completion.
- Contributed to creative concept solutions through active participation in ideation sessions.
- Successfully managed multiple projects, adhering to budget and timeline requirements.
- Optimized department workflows and increased efficiency by coordinating tasks and delegating responsibilities.
- Fostered collaboration with cross-functional teams, including account supervisors and production department, to achieve creative alignment and integrated campaigns.
- Sourced vendors and contracted freelancers to meet project requirements.

### RDI, Inc. 1997 – 2003, Graphic Designer

- Created visually stunning and impactful direct marketing designs utilizing my understanding of design principles — including typography, color theory, layout, and composition, — resulting in increased brand recognition and customer engagement.
- Collaborated with cross-functional teams to execute creative concepts while ensuring projects were delivered on time.
- Managed multiple projects simultaneously, prioritizing tasks and ensuring all deliverables met or exceeded client expectations while maintaining a high level of quality and attention to detail.

## FREELANCE & VOLUNTEER EXPERIENCE

- Created a distinctive logo for the Gay Club of New Hope and designed event-specific posters and logos.
- Developed a corporate identity for RCD Strategic Advisors, consultants to tech companies in the hardware space.
- Designed various event materials for Community Baptist Church of Somerset, including ceremony programs and pledge donation cards.
- Produced custom-designed and hand-assembled wedding invitation packages encompassing save the date, shower invitations, wedding invitations, seating charts, and thank you cards.

## TECHNICAL EXPERTISE

Adobe Creative Suite:

- InDesign
- Photoshop
- Illustrator

MS Office:

- Word
- PowerPoint

Certified Figma Training Course:  
From Beginner to Figma Pro

## EDUCATION

B.A. Graphic Design  
School of Visual Arts, NYC

## INTERESTS



## PORTFOLIO

Visit  [rosalbademeo.com](https://rosalbademeo.com)  
to view samples of my work

## STRENGTHS

Detail Oriented  
Self Motivated  
Intuitive  
Creative Thinker  
Problem Solver  
Multi-tasker  
Deadline-driven  
Collaborator  
Team Leader