



## RACHELLE OROSA

tel 408 205 1464 / email [rachelle\\_orosa@yahoo.com](mailto:rachelle_orosa@yahoo.com) / web portfolio [rachelleorosadesign.com](http://rachelleorosadesign.com)

### / Work Experience /

#### SEAGATE TECHNOLOGY

July 2016 – Present

##### Senior Design Lead

- Work collaboratively with Creative, Editorial, Product Marketing, and Internal Communication teams to evolve the Seagate brand and establish its brand narrative
- Create new global brand guidelines and presentations across the entire organization
- Lead strategic development of campaigns, product launches and integrated marketing communications
- Elevate visual style and improve user experience of web page templates, landing pages, and PDPs
- Conceptualize, design, and produce web initiatives to align with business objectives and metrics

#### R2INTEGRATED (formerly CATAPULTWORKS)

July 2014 – July 2016

##### Art Director

- Designed integrated digital and print campaigns with solutions that build a cohesive brand
- Translated established marketing strategies into clear, concise, appealing visuals that are consistent and generate memorable customer experiences
- Managed client expectations from initial conception through final deliverables
- Kept all production deadlines while maintaining project budgets

##### SOME CLIENTS INCLUDE:

Adallom, Citrix, Chevron, CyberSource, Delphix, IBM/Silverpop, Imperva, Microsoft, PG&E, Proofpoint, ServiceNow, The Irvine Company, ThreatMetrix, Veritas, Vormetric

#### DECCA DESIGN (formerly DECAROLIS DESIGN)

July 2013 – June 2014

##### Art Director Contract

- Initiated creative solutions and directed the development from concept to completion for a variety of projects across multiple mediums – from print to pixels
- Presented visual solutions and helped communicate marketing strategies behind design ideas and executions
- Established marketing strategies and techniques

##### SOME CLIENTS INCLUDE:

Abbott Vascular, Cisco, Fine Science Tools, Fountainhead, HLM Venture Partners, Kleinfelder, Meru, Pivot Medical, PowerSpeaking, Synaptics, Teradici

#### LIQUID AGENCY

Mar 2010 – Apr 2013

##### Senior Designer

Sept 2007 – Feb 2010

##### Designer Contract

- Took role as the lead on projects for key clients, including conducting conceptual exploration, establishing direction and design solutions, and ensuring successful implementation of that direction through production
- Engaged with the Creative Director on a strategic level; brainstorming, sketching, verbalizing ideas and strategizing directions prior to execution
- Led Junior Designers to create concepts, comps, layouts and final art
- Supported constructive, working relationships among creative team and clients, vendors, partners, freelance designers, photographers, writers and illustrators

##### SOME CLIENTS INCLUDE:

8x8, Amyris, Ernest Packaging, Hitachi Global Storage Technologies, Intel, Kareo, Microsoft, Numonyx, SagePay, Sezmi, Sony, The Licensing Company (Budweiser), VMG Partners



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### OROSA DESIGN

June 2007 – Feb 2010

#### Art Director/Design Consultant

- Provided creative consultation, concept direction and design production of marketing deliverables for both print and digital including collateral, tradeshow graphics, powerpoint presentations, website design, packaging, advertising and environmental graphics

#### SOME CLIENTS INCLUDE:

Dragonfly Designs, Gwen Francis Design Group, LinkedIn, Noodle & Boo, Orloff/Williams, PaperSky Design, RH-USA, ShotSpotter, Sic 'Em Advertising, Simply Hired

### CINTARA CORPORATION (formerly TOLLNER DESIGN GROUP)

Nov 2001 – May 2007

#### Senior Art Director

Aug 1998 – Nov 2001

#### Art Director

- Supervised and motivated design/production team; initiated creative solutions and directed team in the development of ideas from concept to completion
- Researched projects, set timelines and allocated resources to guarantee product delivery
- Directed and coordinated studio or location photo shoots
- Improved and implemented processes and practices to streamline projects
- Ensured all projects got approved for quality control and was preserved at the finest level
- Demonstrated ability to work within defined budgets and scheduling parameters; planned creative expenses for assigned projects

#### / Skills and Attributes /

- Execute multiple project initiatives simultaneously, yet work at a fast pace
- Creatively turn strategies into strong visual solutions
- Proven ability to communicate effectively with clients and vendors, meeting deadlines and remaining within budget
- Aesthetic and typographic sensibilities with an attention to detail make for beautiful results and preserving work at its best
- Solid expertise of applications in both the Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Acrobat) and Microsoft Office Suite (PowerPoint, Word, Excel)
- Able to create for web, mobile and microsites with experience in responsive design
- Current with web design technologies, trends, and techniques
- Work well with developers to execute digital deliverables; knowledge of HTML, CSS, UX/UI best practices

#### / Education /

### BACHELOR OF FINE ARTS, GRAPHIC DESIGN

University of the Pacific, Stockton, CA

#### / Endorsements and Recommendations /

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#### / References /

Available Upon Request