



# ronit rosenthal

Graphic and web design professional with experience in multimedia, event planning, and visual merchandising. Seeking a position that enables me to use my dynamic interpersonal, creative, and management skills.

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## experience

### 05|2009 – Present **Freelance Consultant | Designer**

**Ronit Rosenthal Design**  
Los Angeles, CA

Rosenthal & Droker Wedding | Orange County, CA designed & coordinated invitation, placecards, menus, and overall design

CLG Referrals | New York, NY- prepared & designed logo

Toby Egg Farms, Inc. | Los Angeles, CA- developed & created logo, marketing materials, and website

### 07|2009 – 04|2010 **Manager, Graphic & Web Design**

**American Meat Institute**  
Washington, DC

Consulted with internal clients to determine the most efficient and cost effective ways to create professional graphic and web designs.

Specialized in visual identity and branding, printed marketing materials such as annual reports, brochures, newsletters, and direct mail pieces, front-end web design and animated web advertisements, trade show graphics and packaging design.

Managed the pre-press and printing of all projects and development of websites.

### 01|2009 – 05|2009 **Graphic Design Intern**

**National Geographic Society- International Licensing & Alliances**  
Washington, DC

Responsible for design of collateral, maintaining branding guidelines, and producing logos.

Designed layout & illustrations for promotional material, which brought in licensing revenue and clients

Created style and branding guidelines for the use of future production updates.

Developed and created quarterly newsletter, allowing more communication with partners.

Instructional assistant for Adobe Professional Suite software and provided training workshops.

### 11|2006 – 09|2008 **Project Manager, Business Development Meeting | Program Associate & Interim Exhibits Manager**

**American Bankers Association | America's Community Bankers**  
Washington, DC

Prepared documents and signs for production and worked with printers to produce brochures.

Coordinated and executed tradeshow for Annual Convention for 1,500+ attendees.

Increased member exposure through developing and maintaining web pages.

Managed contracts/BEOs & promotional materials with marketing department, which increased attendance at meetings and conferences.

Organized and supported department executives with meetings, travel plans, and events.

### 07|2005 – 09|2005 **Event Assistant Intern**

**Silver Birches** (an event production company specializing in public and private events)  
Pasadena, California

Assisted in event planning; aided project manager with measurements and set-up at events.

Researched props for events and supported the production team with event displays.

Helped floral department with arrangements and increased the level of customer service.

## education

### **Graphic and Web Design Certificate**

Boston University, Center for Digital Imaging Arts | Washington, DC  
May 2009

### **Associate of Arts Degree in Visual Communications**

The Fashion Institute of Design and Merchandising | Los Angeles, California  
GPA 4.0, summa cum laude  
December 2005

### **Bachelor of Science in Retailing and Consumer Sciences**

Minor in General Business Administration  
The University of Arizona | Tucson, Arizona  
December 2004

## skills

### platforms:

Mac OS X | Windows XP

### software:

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Acrobat

QuarkXpress

Fireworks

Dreamweaver

HTML & CSS

Print | Prepress

Microsoft Office Suite

### visual displays:

Designed/constructed visual displays; able to execute renderings and floor plans.

### travel & language:

Fluent in Hebrew. Exposed to international cultures and languages; traveled throughout Europe and Israel, studied abroad in London, England.

## organizations

Member of AIGA (2009-Present)

Volunteered/Assisted with set up and coordination of fashion shows for Macy's and Nordstrom (2005 | 2006)

Southwest Retail Center Student Advisory Board Ambassador (12|2003–12|2004)

Alumni Member, Delta Sigma Pi Business Fraternity (01|2002 –12|2004)

