

## **NATE ROSE**

Visual Designer | Brand Marketing Specialist  
[n8rose@me.com](mailto:n8rose@me.com) | [725-298-2261](tel:725-298-2261) | [n8rose.me](http://n8rose.me)

### **Professional Summary**

Dynamic and results-driven Visual Designer with 24 years of experience creating compelling designs for digital and print marketing campaigns. Proven expertise in building cohesive brand identities, developing high-impact marketing assets, and driving measurable results through creative strategies. Skilled in crafting engaging motion graphics, digital ads, and presentation designs that resonate with target audiences.

### **Core Competencies**

- Brand Design: Identity Development, Style Guides, Cohesive Campaigns
- Digital Content: Motion Graphics, Social Media Assets, Landing Pages, Banner Ads
- Tools & Technologies: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Final Cut Pro, Rive, Figma, Chat GPT, Deepseek, & other AI tools.
- Marketing Strategy: Campaign Development, A/B Testing, SEO, Google Ads

### **Professional Experience**

#### **Freelance Multimedia Designer**

Nate Rose Design – San Diego, CA | 10/1999 – Present

- Partnered with companies to create custom branding, websites, e-commerce assets, and print collateral.
- Develop cohesive design strategies to strengthen client brands and increase ROI on marketing efforts.
- Craft logos, trade show booths, and magazine ads tailored to client needs.
- Digital marketing campaigns with a focus on RoAS.

#### **Senior Content Creator**

Guild Mortgage – San Diego, CA | 02/2019 – 3/2020

- Design branded marketing materials, including emails, flyers, and social media templates, ensuring brand consistency across platforms.
- Develop print and web assets, creation of national database of media using Bynder Digital Asset Management system.
- Visual design enhancements for ADA-compliant landing pages, increasing accessibility and engagement.
- Collaborate with external marketing teams to create high-performing digital campaigns.

#### **Senior Graphic Designer**

Evans Hotels – San Diego, CA | 05/2017 – 04/2018

- Create print and digital designs for three luxury hotel brands, including brochures, banners, and event materials.
- Designed email campaigns and banner ad sets to support seasonal promotions and corporate initiatives.
- Partner with developers to design responsive landing pages, ensuring a seamless user experience.

#### **Senior Content Creator**

Bask Digital Media – San Diego, CA | 08/2016 – 05/2017

- Design media creation for national digital marketing campaigns, including motion graphics, video editing and banner ads.
- Created single-source video files for multiple platforms, optimizing for aspect ratios and resolution requirements for Hulu and other digital platforms.
- Delivered high-impact visuals for political campaigns, achieving 100% success in client elections.

## **Web Graphic Designer**

JanSport – Alameda, CA | 12/2014 – 08/2016

- Developed monthly website refreshes and digital ad campaigns, aligning visuals with brand identity.
- Designed marketing assets for major collaborations, contributing to a 40% increase in e-commerce sales year-over-year.
- Produce visually engaging HTML emails and social media content to drive user engagement.

## **Multimedia Designer**

Medley Inc. – Sunnyvale, CA | 11/13 – 8/14

- Implement innovative and individualized digital experiences using interactive, location-based, dynamic media to lead user engagement / drive traffic and conversions.
- Manage project development schedule.
- Design animated banner ads and landing pages.

## **Multimedia Designer**

Photoflex, Inc. - Watsonville, CA | 6/12 – 4/13

- Develop and implemented rich-media advertising solutions using social media channels, email campaigns, and dynamic landing pages.
- Create event marketing collateral for international marketing efforts.
- Craft keynote presentations for executive staff & external marketing
- Manage remote staff, outside agencies, shooting schedules, shot lists, asset delivery, and post-production work.

## **Multimedia Specialist**

Sierra College - Rocklin, CA | 12/04 – 10/10

- Develop and manage all digital marketing for college district that spanned Sacramento to Lake Tahoe.
- First Community College to launch social marketing in California.
- Create digital marketing plans using social media, TV/radio/theater ads, micro-sites and other assets.
- Craft Keynote presentations for College President and Executive Board.
- Managed interns, outside agencies and projects to ensure on budget and on time.

## **Portfolio**

Explore my portfolio: [me.n8rose.com](http://me.n8rose.com)