



# MARC LOUIS ROSARIO

ART DIRECTOR · VISUAL STORYTELLER

## EDUCATION

**BFA Graphic Design: May 2017**

Interactive Print and Screen  
Michael Graves Collage  
Robert Busch School of Design  
Kean University, Union, NJ

## DESIGN SKILLS

Art Direction, Visual Storytelling,  
Concept Development, Illustration,  
Advertising, Promotional Design,  
Branding, Logo Design, Packaging,  
Branded Content, Social Media,  
Typography, Lettering, Web Design,  
Motion Graphics, and Photography

## SOFTWARE SKILLS

Adobe Creative Cloud  
Illustrator, Photoshop, After Effects,  
Premiere, Audition, InDesign,  
Lightroom, Marvel, and Invision

## CONTACT

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## EXPERIENCE

JANUARY 2017 – PRESENT

**Weber Shandwick | Freelance Junior Art Director · NY**

Develop and produce motion graphics for TUMS and Benefiber's social content  
Responsible for the creation of template and iconography for Benefiber website

SEPTEMBER 2016 – DECEMBER 2016

**Weber Shandwick | Creative Intern: Art Direction · NY**

Assisted creative directors and copywriters to create engaging social media  
advertising and motion graphics for clients such as Hellmann's, Benefiber,  
TUMS, Empire State Development, and Weber Shandwick holiday event

SEPTEMBER 2015 – MAY 2016

**Robert Busch School of Design: Design Studio | Design Intern · NJ**

Created a curriculum guide for the Enough Project that was targeted  
toward educators to raise awareness about the tragic situations in Africa

SEPTEMBER 2015 – DECEMBER 2016

**K·Labs Design Studio | Design Intern · NJ**

A collaborative project that developed an environmental graphic concept  
and collateral design for Kean University's Green Lane Academic Building

JUNE 2014 – MAY 2015

**Office of Student Government | Lead Designer · NJ**

Worked closely with the managing director to create advertisements  
that engage students to participate in campus activities and workshops

## ACHIEVEMENTS

2016 – 2017	Honors, Lambda Alpha Sigma Academic Honor Society
2014 – 2017	Recipient, Visual and Performing Arts Scholarship in Design
2013 – 2016	Dean's List, Michael Graves College, Kean University
2016	Merit Award, One Club Young Ones Competition
2016	Shortlist, AKQA Cannes Future Lions Competition
2015	Finalist, Spark Design Awards, Cause Category

## EXTRACURRICULAR

2017	Student Presenter, Kean University Research Days
2016	Student Presenter, AIGA NY: New Narratives in Motion
2015	Representative, Cooper Hewitt National Design Awards Gala