

BOBBETTE ROSE

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IN A NUTSHELL

I am a creative communication professional as well as a front-end web and graphic designer with a proven track record in working with deadlines, budgets, design, production, print management and publication.

- A creative thinker, innovative problem solver and strategic decision-maker.
- Responsive to constantly changing organizational, market and technology demands.
- Experienced in managing and maintaining client and team relationships via exceptional communication skills.
- Able to coordinate and track multiple projects.
- Experienced in print management with multiple vendors.
- Highly organized and detail oriented.

PROFESSIONAL EXPERIENCE

BOBBETTE ROSE DESIGN STUDIO

Madison, WI area

| CURRENT

Communications & Design Consultant

Work on independent projects and individual clients to meet their web and print communication needs. Major clients include Madison Community Foundation, Overture Center, Wisconsin Humanities Council and UW-Extension.

- I advise and help clients move through the design and production process.
- I develop estimates and project budgets, schedules and timelines.
- I work with online web hosts, printers and a variety of other vendors.

NATIONAL CENTER FOR MEDIA ENGAGEMENT

Madison, WI

| 2001-2012

Web Development / Graphic Design Manager

- Developed and oversaw all web, print and video communication / designed and produced all graphic elements needed for NCME web and print assets.
- Developed promotional materials, break-out session resource tools, venue signage for 4 national conferences

WISCONSIN PUBLIC TELEVISION

Madison, WI

| 1993-2000

Graphic/Video Designer

Designed and produced graphics for print and video projects for local and national public television broadcasts.

- Lead designer for *WEEKEND* a weekly news program covering Wisconsin stories relevant to current events
- Worked on a variety of award-winning projects that had both print and broadcast elements. Included *Everybody's Schools*, *Creating Health Initiative*, *Wisconsin Read-In: Open A Book* and *Get Real* children's series.

Education

1990 | UW-MADISON
M.F.A., Graphics

1979 | SIU-CARBONDALE IL
B.A., Major: Graphic Design
Minor: Journalism

Technical expertise

Software Expertise

Dreamweaver CS6
Adobe In Design CS6
Adobe Photoshop CS6
Adobe Illustrator CS6
Final Cut Pro X
After Effects CS6
Microsoft Office Suite
Flash CS6

Coding Languages

HTML, XHTML,
SHTML, CSS,
PHP (Wordpress)

Random Facts

I have a very eclectic taste in music: zydeco, classical, 80s pop, world music, jazz techno, you name it.

Just got done creating a graphic novel with a group of 10-year-olds about the Wisconsin Underground Railroad.

Guilty pleasure: You Tube videos of Simon Cowell rolling his eyes on "Britain's Got Talent" at kids who end up singing operettas that get standing ovations.