





Allison Rosenberg

Creative Director

A seasoned creative director with a strong background in arts and design. Proven track record in leading creative teams, developing innovative strategies, and overseeing the production of high-quality creative materials at renowned companies such as Adobe Systems and Walt Disney Company. Recognized for exceptional leadership and project management skills, with a demonstrated ability to increase brand recognition and team efficiency.

Contact

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Education

- Bachelor of Fine Arts (BFA) in Graphic Design
Rhode Island School of Design, Providence, RI
- Master of Fine Arts (MFA) in Visual Communication
University of Texas, Austin, TX
- Bachelor of Arts (BA) in Advertising
University of Florida, Gainesville, FL

Key Skills

- Efficiency improvement
- Project and program management
- Team leadership and motivation

Professional Experience

CREATIVE DIRECTOR | ADOBE SYSTEMS, SAN JOSE, CA
JANUARY 2018 – PRESENT

- Leading a team of 15 designers and copywriters to develop creative strategies and campaigns for Adobe's suite of products
- Launched a rebranding campaign that increased brand recognition by 30% in the first quarter
- Implemented a new project management system that improved team efficiency by 20%

SENIOR GRAPHIC DESIGNER | WALT DISNEY COMPANY, BURBANK, CA
JUNE 2013 – DECEMBER 2017

- Collaborated with the creative team to design and produce promotional materials for various Disney films and TV shows
- Led the design team for the successful Frozen marketing campaign, which contributed to the film grossing over \$1.2 billion worldwide
- Awarded "Designer of the Year" in 2016 for exceptional creativity and dedication to the team

Professional Development

- Certified Professional in Learning and Performance (CPLP), Association for Talent Development (ATD)
- Certified Professional in Training Management (CPTM), Training Industry
- Project Management Professional (PMP), Project Management Institute (PMI)