ROSE

design for
EXHIBITION /
INTERPRETATION /
HOSPITALITY /
RECREATION /
TOURISM / RETAIL /
EDUCATION /
HEALTHCARE /
ENTERPRISE

Creating great user experiences through design requires a spirit of collaboration, not only with clients and peers, but with end users, too. It takes the humility and skill of a good listener combined with the expertise and curiosity of an experienced problem solver.

My background spans several spheres of visual communication: corporate identity, advertising, information design, interaction design, exhibitions, architectural graphics, and wayfinding. The experiential and physical nature of graphics for the built environment has especially incited my curiosity and passion.

In my consulting practice, I serve clients in healthcare, education, tourism, retail, insurance, enterprise, professional services, and community development with a focus on quality and value.

Before founding Greg Rose Design, I worked with or led other design teams that delivered great user experiences around the world for such diverse clients as The College Football Hall of Fame, The Mills Corporation, The Pennsylvania State University, Walt Disney Corporation, Children's Hospital of Pittsburgh of UPMC, and Sonae Sierra of Portugal.

Drawing on these experiences, and diverse talents, I offer strategic design thinking that delivers great user experiences for branding, print, interaction, and the built environment…Design with purpose, vision, and heart.

Greg Rose, AIGA, SEGD

Greg Rose / Résumé

Portfolio: gregrosedesign.com   greg@gregrosedesign.com   412.616.9510   Learn more at LinkedIn

◼ EDUCATION

University of Cincinnati
Cincinnati, Ohio
Bachelor of Science in Design

Magna Cum Laude

1990 / Graphic Design Major

Internships
Exhibit Concepts
Vie Design Studios
Landor Associates
Visual Marketing Associates

Maryland Institute College of Art
Baltimore, Maryland
Continuing Studies

2004 / Life Drawing

Compression Planning Institute
Pittsburgh, Pennsylvania
Compression Planning Certificate

2007 / Compression Planning

◼ CURRENT ENDEAVORS

Greg Rose Design
Pittsburgh, Pennsylvania

Strategic visual design practice with branding and EGD focus

2009 to present / Design Strategist

In my own practice, I serve clients in diverse fields with professional services including design for print, branding, interaction, and the built environment. Working alone or with other professional peers, I seek to create positive user experiences with great design thinking for my clients and their customers.

dbaza
Pittsburgh, Pennsylvania

Developer of education and training for self-management of chronic illness

2011 to present / Director of Design

At dbaza, I collaborate with content experts, technical writers, designers, and software engineers to create interactive tools for training and engaging people with chronic illnesses as well as medical device users. Responsibilities include business strategy support, budget and proposal development, planning, project management, content development, design, and art direction. I report directly to dbaza's CEO and the VP of Product Development.

◼ PRIOR EXPERIENCE

ThoughtForm
Pittsburgh, Pennsylvania

Strategic visual communication firm with information design focus

2005 to 2009 / Design Strategist

Led teams and interacted with diverse clientele to complete successful projects including wayfinding and architectural graphics, exhibitions, print collateral, packaging, and information design

RTKL Associates / ID8 Group
Baltimore, Maryland

Diversified international A/E firm eminent in retail and entertainment

1994 to 2005 / Associate

Led or participated with project teams and interfaced with clients to deliver rich graphic experiences in retail, mixed-use, healthcare, corporate, recreation, and hospitality spaces

Gerard Hilferty and Associates
Athens, Ohio

Interpretive museum planning consultant with national portfolio

1991 to 1994 / Designer

Assisted senior designers and teamed with peers to plan, develop, and coordinate production of exhibits, graphics, and wayfinding systems for diverse interpretive museums

◼ CAPABILITIES

Environmental Graphic Design
Architectural graphics
Exhibits & branded environments
Wayfinding systems

Visual Communication
Branding
Information design
Print & packaging design
User experience design

Design Thinking
Presentations
Proposal development
Signage & brand audits
Sketch ideation
Workshop facilitation

◼ PROFICIENCIES

Adobe Acrobat
Adobe Creative Suite
Balsamiq
Confluence & JIRA
FileMaker Pro
Hot Door CADtools
InVision
Microsoft Office
Pen, paper, glue, scissors
SketchUp