ROSE MORONEY

216-978-1742 | roselynnmoroney@gmail.com | Cleveland, OH

PROFESSIONAL SUMMARY

Creative and results-driven digital designer and marketer with a Master's in Sustainable Design and certifications in Web Design and Digital Marketing. Experienced in web content management, responsive design, UX, and multimedia production, with a proven ability to translate creative vision into high-impact digital experiences. Skilled at collaborating across creative, technical, and design teams, ensuring cohesive, audience-focused campaigns that engage and convert.

CERTIFICATION

Certificate in Web Design & Development

Cuyahoga Community College

Certificate in Digital Marketing

Grow With Google

EDUCATION

Master of Arts in Sustainable Design

Minneapolis College of Art & Design | MN

Bachelor of Arts in Media Arts

Chatham University | PA

EXPERIENCE HIGHLIGHTS

Brand Strategy & Digital Content Consultant

Freelance

April 2025 - Current

- Analyzed websites and social media performance using analytics tools (Google Analytics, UXR), providing actionable insights to optimize engagement and conversions.
- Collaborated with clients to translate business goals into cohesive digital content.
- Developed brand strategies, visual identities, and photography content for small businesses, increasing online engagement and brand consistency.
- Designed and delivered marketing assets for web, social media, and email campaigns, ensuring alignment with overall brand messaging.

Creative Producer (Contract)

Ingenuity Cleveland

March. 2025 - May 2025

- Produced and directed a full-scale fashion show, overseeing creative concept, stage design, model direction, and run-of-show execution.
- Collaborated cross-functionally with designers, stylists, technical crews, and media teams to ensure creative and operational alignment.
- Optimized web and social content for audience engagement, ensuring brand consistency across platforms.t.

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EXPERIENCE HIGHLIGHTS

UX / UI Designer Apprentice

Sherwin Williams

Jan. 2022 - Jan, 2023

- Partnered with UX & IT teams to enhance cross-platform functionality, improving landing page performance.
- Conducted UX audits and usability tests on eCommerce platforms (Minwax, Lowe's), recommending improvements that increased usability.
- Designed and managed the internal staff intranet, ensuring accessibility, usability, and stakeholder alignment.
- Maintained digital assets across web and internal platforms, integrating multimedia to improve user experience.
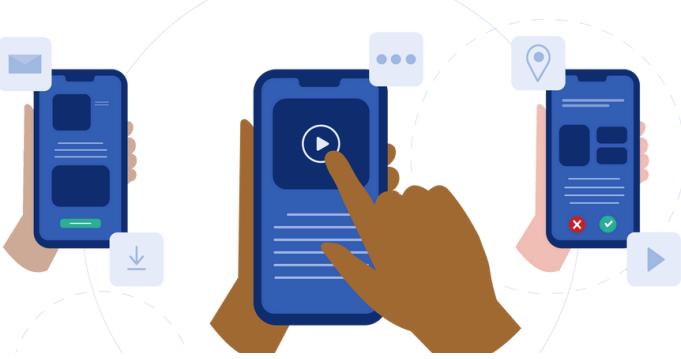
Bilingual Coordinator / Resource Specialist

North Community Counseling Center

Jan 2021 – Jan 2022

- Designed and delivered training materials and resource guides to support families navigating Medicaid/Medicare eligibility and renewals.
- Partnered with residents, families, and county agencies to communicate complex requirements in accessible language, improving approval rates.
- Maintained accurate eligibility records in EMR systems, handling sensitive information with discretion and compliance.
- Coordinated cross-team efforts between staff, families, and external agencies to resolve barriers and ensure timely service access.

TECHNICAL SKILLS

- **Analytics:** Google Analytics, A/B Testing, Heuristic Evaluation, Data Analysis, Usability Testing, Conversion Rate Optimization

- **Web & CMS:** WordPress, HTML/CSS, Website Maintenance, Responsive Design, UX Principles, Accessibility, SEO Best Practices

- **Design & Production:** Design & Multimedia: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Figma, Multimedia Integration, Visual Storytelling

- **CRM/Email Tools:** Salesforce, Mailchimp, HubSpot, Campaign Management, Audience Segmentation, Email Marketing Strategy, Brand Strategy

- **Marketing Tools:** SEO, Digital Marketing Strategy, Conversion Rate Optimization

SHERWIN WILLIAMS

Digital Assests Design

UX/UI DESIGN

Research | Wireframe | Prototype