



HENRY ROSE

DESIGN • ART DIRECTION
ILLUSTRATION • 3D

Cell: 315.744.6987
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SKILLS

Creative

Brand Development
Illustration
Packaging Design
Publication Design
Web UX/UI Design
Precision Craftsmanship & Hand Skills

Technical

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe After Effects
Adobe Audition
Adobe XD
Procreate
Clip Studio Paint
Autodesk Fusion 360
Wilcom Embroidery Studio
3D-Printing & 3D Modeling
Digital Photography & Video
Direct-to-Garment Printing
Large-Format Print Production

EXPERIENCE

Paratore Signs - Graphic Designer

Syracuse, NY - 2021 – Present

Conceptualized and created logos, brand elements, large format signage, point-of-sale displays, packaging, and exterior storefront and vehicle graphics for local businesses and larger brands including Coca Cola, Syracuse University, Wegmans, Price Chopper, and namely PepsiCo. Worked closely alongside print production and crafted print-ready output files. Communicated regularly with PepsiCo representatives to develop signage, branding and advertising for large-scale product launches and corporate events within PepsiCo New York, Pennsylvania, New England, and Indiana Markets.

1 Hour Signs & T-Shirts - In-House Designer & Print Specialist

Cicero, NY - 2018 – 2021

Utilized color separation for screen printing. Created and managed files for direct-to-garment printing. Printed and cut large format vinyl to customer size specifications. Handled embroidery sales and digitizing embroidery files.

United Nations World Expo 2020 - Concept and Graphic Designer

Syracuse, NY - 2019

Worked with a team of Syracuse University design students to design, art direct, prototype and pitch an exhibit for the UN World Expo 2020 in Dubai to UN representatives in New York City.

In My Father's Kitchen - Project Management & Design

Syracuse, NY - 2020

Organized, pitched, and prototyped brand revisions and expansion of "In My Father's Kitchen" pasta sauce. Appointed, art directed and managed designers in the creation of packaging, promotional social media graphics and publication design.

Syracuse Label & Surround Printing - Plate Room Technician Assistant

Syracuse, NY - 2017 – 2018

Utilized flexographic plate material to create labels on various substrates. Developed, organized, stored and cleaned flexographic plates and graphic stripping.

ACCOLADES & AFFILIATIONS

Creative Quarterly

Best in Show Finalist / Top 100 Winner

Featured in Issue 66 For MacTavish Mills Cereals branding & packaging project.

GDUSA Award Winner

2021

For Chrysler Electrocuda concept rebrand project.

Syracuse University Article

2020

Detailing excellence in design leadership with "In My Father's Kitchen", a local street outreach program.

Sylvia Wyckoff Award

2021

For outstanding achievement in the College of Visual and Performing Arts.

AIGA

Member

Phi Theta Kappa

Member

EDUCATION

Syracuse University

College of Visual & Performing Arts

BFA, Communications Design 2021

Magna Cum Laude