

MARISSA ROZENFELD

GRAPHIC DESIGNER

CONTACT

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marissadesign.com

EDUCATION

Fashion Institute of Technology

Bachelor of Fine Arts -
BFA, Graphic Design

2015-2019

SKILLS

Adobe Suite

Branding & Identity Design

Art Directing

Layout and Composition

Ecommerce Advertising

Print/Digital Design

Video Editing

Typography

Logo Design

Google Suite

Communication & Collaboration

Time Management

Problem Solving

ABOUT

Experienced graphic designer with a passion for visual storytelling, specializing in fashion, sports, and lifestyle branding. Consistently delivering captivating designs that elevate the brand's presence, collaborating and meeting deadlines, thriving in a fast-paced environment, and delivering innovative designs that resonate with the target audience. With a profound passion for making a positive impact through design, the goal is to create concepts that evoke emotion and inspire others in a meaningful way.

EXPERIENCE

May 2019 - Present

GRAPHIC DESIGNER

FILA USA

- Lead advertising and brand efforts for major tennis tournaments, including the US Open and BNP Paribas Open.
- Collaborated cross-functionally with internal and external stakeholders to ensure timely delivery of diverse projects, encompassing internal multimedia presentations, ecommerce design, social media content creation, and paid Out-of-Home (OOH) advertisements
- Conceptualized and designed assets for globally recognized campaigns, featuring esteemed brand ambassadors such as Hailey Bieber, Luke Wilson, BTS, and professional tennis athletes.
- Contributed actively to on-set environments during photoshoots, providing creative input and support that significantly enhanced the overall success of production.

January 2021 - Present

FOUNDER AND CREATOR

IT'S GONNA GET BETTER

- Created, launched, and currently manage a successful small business specializing in hand-tie-dyed and embroidered custom apparel.
- Achieved top-seller status on Etsy in 2021.
- In the first year of launching, IGGB raised over \$7,000 for partner nonprofit organizations.
- Collaborated with Terez, an activewear brand known for its positive and vibrant designs, showcasing the business's industry recognition and ability to partner with established brands.

January 2019 - April 2019

GRAPHIC DESIGN INTERN

DL1961 PREMIUM DENIM

- Contributed to color correction processes in product post-production, ensuring high-quality visual representation.
- Designed compelling flyers and digital promotional ads to enhance sales and marketing efforts.
- Art-directed a video animation showcased in Bloomingdale's 59th St, highlighting sustainability for the DL1961 Premium Denim label.