



**Bill Rodella**  
Graphic Designer

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## EXPERIENCE

### Atrium Innovations

Boston, Massachusetts

#### Graphic Designer

October 2021 – Present

- Manage and execute design projects for 3 Nestlé Health Science brands at various levels of market maturity, meeting or beating KPIs
- Work as a collaborative member of the Global Creative Studio team, advocating for excellent brand representation across all published media for multiple locales
- Develop creative for sales promotions, resulting in a 100% week over-week-sales increase in spring 2022
- Contribute to the establishment of a new UX design process and construction of a component library
- Strategize and delegate tasks to external contractors and partners to meet deadlines
- Partner with the marketing team, brand managers, copywriters, medical education, and regulatory staff
- Maintain visual assets in project databases, files, and archives

### Allegheny County Department of Human Services

Pittsburgh, Pennsylvania

#### Graphic Designer

October 2018 – September 2021

- Redesigned the agency's seal and created a new universal visual style guide
- Designed, directed, and translated conceptual input into final marketing materials
- Presented and defended designs and key deliverables to peers and management-level stakeholders
- Met federal ADA accessibility guidelines for physical pieces and UX designs

### Carnegie Museum of Natural History

Pittsburgh, Pennsylvania

#### Graphic and Web Designer

September 2016 – October 2018

- Redesigned the museum's iconic dinosaur logo and created a new visual style guide
- Directed UX design of new accessible website and microsites containing over 2300 pages, increasing sessions 17% and decreasing load time by 85%
- Branded an international scientific conference on climate change with participants from over 50 countries and territories
- Regularly branded exhibitions and produced deliverables from brochures to building banners
- Trained, assisted, and critiqued a part-time designer with overflow production work

## EDUCATION

### Thomas Jefferson University

Philadelphia, Pennsylvania

#### Bachelor of Science, Cum Laude

Graphic Design Communication

May 2016

## AWARDS

### MarCom Gold Award

October 2017, November 2018

### MarCom Platinum Award

October 2017

### Hermes Gold Award

April 2017, June 2018

### Muse Platinum Award

June 2018

### Muse Rose Gold Award

March 2018

### AVA Gold Award

January 2018

## AFFILIATIONS

### AIGA Boston

September 2021 – Present

### AIGA Pittsburgh

December 2017 – September 2021

### AIGA Philadelphia

August 2013 – May 2016

## SKILLS

### Applications

Adobe Creative Cloud

Microsoft Office Suite

Sketch

Invision

Figma

Maxon Cinema 4D

Trimble Sketchup

### Digital Languages

HTML 5

CSS 3

Javascript

### Processes

Design Systems Thinking

User Experience Flows

Empathy Mapping

Wireframing

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## REFERENCES

Available upon request