

RICA ROSARIO

#designer #mba #infj

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(619) 861-2861

EDUCATION

Master of Business Administration

American University
Kogod School of Business
2011 - 2014

Bachelor of Science, Graphic Design

California State University, Sacramento
2002 - 2006
Cum Laude

CLIENTS

- Bill & Melinda Gates Foundation
- Robert Wood Johnson Foundation
- Governments of Canada & Ireland
- King Abdullah University of Science and Technology (KAUST)
- U.S. Federal, State & Local Governments

SELECT INTERNATIONAL EXPERIENCE

- Bangladesh, India, Philippines, Vietnam
- Burkina Faso, Ethiopia
- Iraq, Jordan, Saudi Arabia
- Northern Ireland, Ireland

FUN FACTS

- 2019 DCA Live New Power Women of Tech Award Recipient
- 2019 DotGov Design Conference Speaker (Quiet Leadership)
- 2019 RVATech Conference Speaker (You Don't Have to be Loud to Lead)
- 2018 DCFemTech Award Recipient
- Certified Scrum Master (License: 000489367)
- Active Security Clearance
- Dog Mom to Sophie the Berner

PROFESSIONAL EXPERIENCE

Creative Director and Government & Public Services (GPS) Studio Craft Lead

Deloitte Digital / 2015 - Present / Washington, DC

- **DesignOps:** Lead and manage a team of 60+ designers across three studios (DC, Austin and Sacramento) and foster a culture of care, curiosity and candor.
- **Creative Direction:** Collaborate with fellow tech leads, clients and stakeholders to clarify expectations and develop a vision and goals for the product.
- **Art Direction:** Provide constant and constructive critique on process and standards; design systems; ux and visual design artifacts; prototypes and demos.
- **Product Design:** Research and develop information architecture, user / task flows, wireframes, visual comprehensives and clickable prototypes.
- **Client Engagement:** Seek or create opportunities to educate clients on product ownership, constructive feedback, Agile Methodology and Scrum best practices.
- **Mentoring:** Conduct regular check-ins with designers, PMs and engineers to talk about their goals, then cultivate a safe space for them to learn and play.
- **Previous Roles:** Design Lead, Senior User Experience Designer, Senior Product Manager and Business Experience Designer

President Emeritus, Board of Directors

AIGA DC / 2011 - Present / Washington, DC

- **Leadership:** Collaborated with local creative community organizations and groups to elevate the DC metro area as a design and tech hub.
- **Management:** Operated and oversaw a 501(c)(3) organization led by 27 Board Members and 4 Advisory Board Members to advance design and designers.
- **Scaled Programming:** Sponsored and productized various local programs, i.e., Design Scholarship Fund and Endowment, that other chapters have adopted.

Communications Specialist II (Senior Designer), Alive & Thrive Initiative

FHI 360 / 2012 - 2015 / Washington, DC

- **Creative Direction:** Managed and prioritized projects; provided art direction; approved deliverables; and coordinated with local and international staff to produce design, marketing and behavior change communication solutions.
- **Design:** Researched and developed print, digital, interactive, video and branding products for a behavior change project that scaled up nutrition.
- **Strategy:** Worked with senior management to identify new product opportunities; developed multi-channel strategies for market entry into new countries; and increased brand visibility in existing countries.

ADDITIONAL PAST EXPERIENCES

Technical Officer I (Designer), Global Connections Department

FHI 360 / 2009 - 2012 / Washington, DC

Manager, Design & Technology Development

National Club Association / 2007 - 2009 / Washington, DC

Junior Designer

Global Wine Group / 2006 - 2007 / Woodbridge, CA

Design Intern, Student Union

California State University, Sacramento / 2005 - 2006 / Sacramento, CA