



CONTACT INFORMATION

609.384.5975

DESIGNSBY.MROSE@GMAIL.COM

MEGANROSEDESIGNS.COM

megan rose

CREATIVE DIRECTOR

inspiring experience

CREATIVE DIRECTOR, GLOBAL

Dr. Scholl's | Scholl's Wellness Company | March 2021 – Present

Lead the global creative vision and brand strategy for Scholl's Wellness Company's portfolio of the brand Dr. Scholl's a health, wellness, and personal care brand. Direct all aspects of brand identity, packaging innovation, product launches, consumer marketing, digital content, and retail creative across international markets.

Lead global creative strategy and execution across packaging, branding, retail, e-commerce, digital marketing, and consumer engagement initiatives.

Spearheaded the creative development and launch of five major new product innovations per year, contributing to significant growth in Amazon sales performance and overall revenue generation.

Partner closely with executive leadership, innovation, product development, marketing, sales, and e-commerce teams to align creative initiatives with strategic business objectives.

Direct end-to-end packaging design and brand development from concept through commercialization, ensuring consistency and impact across all consumer touchpoints.

Manage and oversee relationships with three leading design agencies, including two UK-based agencies and one U.S.-based agency, driving creative excellence, resource optimization, and global brand alignment. Lead and mentor internal and external creative teams, establishing design standards, workflow efficiencies, and best practices across multiple brands and markets.

Drive creative direction for product launches, advertising campaigns, retail merchandising, digital experiences, social media content, and consumer-facing communications.

Present strategic creative concepts, innovation pipelines, and brand initiatives to senior leadership and key stakeholders.

Direct photography, video production, and content creation efforts to support omnichannel marketing campaigns and strengthen brand storytelling.

Champion innovation in design, consumer experience, and visual communication to enhance brand equity and market competitiveness globally.

m.rose

excellent education

BFA IN GRAPHIC DESIGN

robert busch school of design
kean university | union, nj
sept 2004 - jan 2009t

ART DIRECTOR

Infinity Classics | Linden, Nj | Jan. 2018 - March 2020 (due to covid)

Led creative strategy and execution for multiple private-label fashion brands, overseeing packaging design, web design, social media, photography, and marketing communications. Managed cross-functional creative teams while ensuring brand consistency across all consumer-facing channels.

Directed packaging design, website development, social media content, and marketing collateral for multiple fashion and lifestyle brands.

Managed designers' workloads, creative resources, and project timelines to ensure successful execution of brand initiatives.

Developed and produced logos, packaging systems, web assets, fashion catalogs, and production-ready artwork for print and digital applications.

Art directed in-house studio photography and off-site lifestyle campaigns, collaborating closely with photographers to establish creative vision and brand storytelling.

Oversaw model selection, location scouting, shot development, and creative execution for seasonal marketing campaigns.

Maintained brand consistency across all touchpoints, strengthening visual identity and consumer recognition.

Created integrated marketing assets including websites, email campaigns, social media content, retargeting advertisements, and promotional materials.

Collaborated with marketing, web, and public relations teams to develop cohesive marketing strategies and support business growth objectives.

SR. PACKAGING DESIGNER

Ross Dress For Less Stores, LLC. | New York, Ny | Dec 2014 - Jan 2019

Managed brand development and packaging design for the Home Fashion Division, including beauty, personal care, housewares, and decorative home categories.

Led packaging projects from concept through production, ensuring brand consistency and quality execution.

Directed photography and product shoots in collaboration with internal studio teams.

Created and launched innovative private-label brands supporting category growth and differentiation.

Provided creative direction and mentorship to junior designers and production artists.



amazing technical skills

Creative Direction
Global Brand Strategy
Packaging Design
Brand Identity Development
Retail Marketing
E-Commerce
Amazon Marketplace Growth
Consumer Packaged Goods (CPG)
Team Leadership
Agency Management
Art Direction
Photography Direction
Digital Marketing
Content Creation
Print Production
Creative Operations
Cross-Functional Collaboration
Project Management

DESIGN ADJUNCT PROFESSOR

Robert Busch School of Design
Kean University | Union, Nj | Sep 2015 - May 2017

Taught Studio Skills Design and Packaging Design courses.
Developed curriculum focused on design principles, packaging development, branding, and production processes.
Mentored students in conceptual thinking, creative problem-solving, and portfolio development.

GRAPHIC DESIGNER/JR ART DIRECTOR

Unilever | Englewood Cliffs, Nj | Nov 2011 - Dec 2014

Worked onsite supporting Unilever's portfolio of leading consumer brands including Dove, Axe, Suave, Degree, Hellmann's, Ragu, Lipton, and Bertolli.

Developed packaging graphics and point-of-sale displays for global consumer brands.

Prepared production-ready artwork and managed digital prepress processes.

Retouched photography and illustrations for packaging and marketing applications.

Conceptualized and developed design solutions that met brand objectives and business requirements.

Collaborated closely with client teams, sales partners, and production departments to deliver high-quality creative solutions.

Supported packaging innovation and brand consistency across multiple product categories.