

ROSE CENTENO

SR. BRAND DESIGN LEAD

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Work Experience

Senior Brand Lead & Creative Designer

Moose & Ko. | Atlanta, GA

May 2025 – Present

I lead end to end brand and creative work across web, mobile, print, and social, making sure everything feels consistent and intentional. I build responsive websites and landing pages using Figma and light CSS and HTML, and partner closely with developers to bring design systems to life across e commerce platforms. I launched a full responsive site from concept to deployment, blending brand identity, product storytelling, and clean user experience. I design app interfaces, digital experiences, and campaign assets that support both marketing and product goals, and I keep our brand guidelines sharp and cohesive across every channel. I collaborate with marketing, UX, and engineering teams, turn analytics into design improvements, and create everything from web graphics to animations to social content. I also mentor junior designers and manage vendor relationships to keep quality and brand integrity high across all deliverables.

Visual Communications Manager

Girl Scouts of Greater Atlanta | Mableton, GA

July 2019 – May 2025

In my role I led the creative vision and protected the brand identity across every touchpoint, making sure typography, photography, environmental graphics, and overall visual standards stayed consistent and intentional. I built and maintained full visual identity systems that were used by teams and partners across multiple regions, and I created clear design briefs to tie every project back to business goals. I worked closely with Marketing, Supply Chain, Membership, and external agencies to keep projects aligned and moving smoothly, even when timelines were tight. I managed complex project pipelines from concept through delivery, conducted trend and competitive research to keep the brand fresh, and provided creative guidance to internal teams and vendors. I also drove high impact campaigns like the Girl Scout Cookie Program, which generated more than 17 million dollars in revenue and saved over one hundred thousand dollars annually through smarter production. Along with that, I led environmental and retail design projects, developed photography guidelines, and built a successful national Design Internship Program that recruited top talent and provided hands-on mentorship in brand identity and production.

Skills

Creative Leadership • Team Management • Brand Identity • Visual Systems Development • Creative Strategy • Campaign Execution • Omnichannel Marketing Creative (Digital, Print, Social, eComm) • Cross-functional Collaboration • Stakeholder Engagement & Presentation • AI-Driven Design Automation • Resource Planning & Budget Mgmt • Vendor & Agency Mgmt • Recruitment, Mentorship & Talent Development • Digital Product Design & Development • Web Experience Strategy & Optimization • UX/UI Collaboration & Usability Testing

Technical Skills

Adobe Creative Suite: Illustrator, Photoshop, InDesign, After Effects, Adobe Animate, Premiere, After Effects | Microsoft Office Suite | Canva | Genially | Figma

Project Management: Wrike | Salesforce | Zendesk

Creative Production & Brand Design Systems:

Web Development & Interactive Engagement | Front-End Development (HTML, CSS, JS)

Web & App UI/UX Design

E-commerce Design & Implementation (Shopify, Amazon, WooCommerce)
Figma Prototyping & Interactive Components
Responsive Design & Accessibility Standards (WCAG)
CMS Design Integration (WordPress, Webflow)
SEO-Friendly Design Practices
Basic Git / Version Control

Certifications & Awards

- Google Ads Certification – 2025
- Google UX Design Certification - 2025
- Google Ads Creative Certification – 2025
- LACP Vision Award
- Communicator Award
- Communicator Award – Integrated Campaign ShowMeTheCookies.com

Education

Marymount College ~ Tarrytown, NY

- Fashion Merchandising & Design

Languages

- Spanish: Fluent