

/ CONTACT ME

rosanne.schan@gmail.com
aiya.haus

/ EDUCATION

California College of the Arts (CCA)
BFA Graphic Design
2012 – San Francisco, CA

/ WORK EXPERIENCE

Apple | Art Director

AUGUST 2022 – PRESENT | SUNNYVALE, CA

Hatch | Senior Designer

MARCH 2022 – JULY 2022 | SAN FRANCISCO, CA

Strategize, conceptualize, and design for CPG brands from brand identity, packaging, web, touch-points, in-store retail, and marketing collateral.

Aiya Haus | Founder + Creative Director

JANUARY 2013 – CURRENT | SAN FRANCISCO, CA

Freelance design, strategist, and art direction for big and small brands from brand identity, packaging, web, touch-points, in-store retail, and marketing collateral.

Designsake Studio | Senior Designer

JUNE 2019 – DECEMBER 2021 | SAN FRANCISCO, CA

Strategize, conceptualize, design, and produce for big and small DTC brands from brand identity, packaging, web, touch-points, in-store retail, and marketing collateral.

SigOpt | Freelance Graphic Designer

AUGUST 2021 – DECEMBER 2021 | SAN FRANCISCO, CA

Refreshed SigOpt brand and updated marketing materials. Designed graphics, marketing materials, and website for the SigOpt Summit Conference.

BBDO | Freelance Graphic Designer

APRIL 2019 – MAY 2019 | SAN FRANCISCO, CA

Designed web ads and print material for Wells Fargo and redesigned a supplements package for a new brand pitch.

Constellation Brands | Designer

JULY 2017 – JANUARY 2019 | SAN FRANCISCO, CA

Designed wine and spirits packaging; labels, corks, capsules, special gift boxes, marketing collateral, and point of sale pieces.

Terris, Barnes, & Walters | Production Artist + Designer

POLITICAL SEASONS OF 2016 + 2018 | SAN FRANCISCO, CA

Designed campaign media and prepared artwork to be ready for print.

Auston Design Group | Senior Designer

MAY 2013 – JUNE 2017 | EMERYVILLE, CA

Designed wine and spirits packaging; labels, corks, capsules, special gift boxes, and marketing collateral.

Swift Horse Global Trade, Inc. | Sales Director

OCTOBER 2012 – MAY 2013 | SAN FRANCISCO, CA + TAISHAN, GUANGDONG, CHINA

Scheduled the production of retail display products, logged its shipments, and gave status reports to clients overseas.

D'accord | Design Intern

DECEMBER 2012 – MAY 2013 | SAN FRANCISCO, CA

Designed a branding system for a new street fashion start-up.

B&N Industries | Design Intern

SEPTEMBER 2011 – JANUARY 2012 | BURLINGAME, CA

Designed marketing collateral and a catalog featuring their latest retail display collection.

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/ SKILLSET

Capabilities

Packaging Design
Brand Identity
Art Direction
Brand Strategy
Brand Systems
Web Design
Marketing Collateral
Print/Editorial Design
Email Marketing
Social Assets

Adobe Creative Suite

Photoshop
Illustrator
InDesign
Lightroom
Premiere Pro

Printing Knowledge

Offset Lithography
Flexography
Digital 4-Color
Corrugated Printing
Decoration + Embellishing
Screenprinting
Letterpress

Packaging Knowledge

Sourcing
Sustainable Solutions

Programs

Invision
Klaviyo
Mailchimp
Canva
Keynote
Google Suite
Microsoft Office

Photography

Digital
Mobile
Analog