

Bio

A design + communication practitioner. I: skim, design, lead, research, write, creative direct. I use typography, text and messaging, strategy, materials, and placement to inform my primary executions. I work on/ among: Identities; Books; Editorial; Communication Paths and Flows; Physical Environments; Iconography & Symbols; Models + Methodologies; Campaigns; Various Models; Communication Strategy; Writing, and of course Digital Environments. I have been in this contingent and continuous—or, living—state since 2010 (15 years).

My assorted experiences in mainstream and new media newsrooms, consumer ad agency departments, Kyu Collective partner transformation design firms and studios, in-house design departments, higher educational institutions, and international art and architecture programs allow me to integrate strategy, design, writing, and leadership into one. Although these are surely distinct skills to some, I do not separate them—I could not, even if I wanted to. In this deliberate approach to immersing myself into a range of environments, I've participated in many approaches, fellowships, solutions, attempts, assignments... all toward the mission to communicate a perspective with others.

New York / Remote
bromarsta@gmail.com
stampinventory.com

Experience

Robinhood / Creative Director
Editorial, Brand, Event, Copy,
Digital, Copy, Strategy
Aug 2023-Mar 2025, NYC

The Wall Street Journal
Art Director
Brand, Digital, Campaign, Event,
Copy, Print, Social
Aug 2018-Mar 2023, NYC

GodfreyDadichPartners
Art Director
Special Projects, Internal Comms,
Digital, Print, Social
Mar 2022-Oct 2022, NYC

SYPartners / Sr. Designer
Transformation Design, Business
Development, Experiential
Jan 2018-May 2018, NYC

NewLab / Creative Director
Digital, Brand, Event, Print, Copy
May 2017-Oct 2017, NYC

K/R Architects / Creative Director
Identity, Brand, Exhibition, Print,
Digital, Internal Comms
May 2017-May 2024, NYC

TIME Magazine / Art Director
Editorial, Digital, Brand
Nov 2014-Mar 2016, NYC

The Daily Beast / Newsweek
Creative Director
Digital, Brand, Editorial, App
Jun 2012-Jul 2014, NYC

Young & Rubicam (Y&R)
Sr. Designer
Identity, Brand, Campaign
Mar 2011-Jun 2012, NYC

Collins / Sr. Designer
Campaign, Environmental
Jun 2010-Oct 2010, NYC

School of Visual Arts
MFA Librarian
Curation, Environmental
Jan 2009-May 2010, NYC

Education

School of Visual Arts, MFA Design
2010
Salisbury University, BA Journalism
1999

Recognition

Type Directors Club Award, 2009
Szenasy, Design Advocate: Writings
and Talks by Metropolis Magazine
Editor Susan S. Szenasy, 2012
School of Visual Arts, Alumni Profile,
2020

Lectures

PRATT: "It was 2:14 AM" 2014
The New School: "Is Design Is" 2016
PRATT: "Sprung From" 2016
Eatly: "Pink." 2018
SVA Thesis Panel 2019
FIT: "Arleen's Fluxus Loft" 2021
Performance Lecture: Cold War
Nuclear War Ephemera: Livingston
Manor, NY 2023
Hofstra EOY Show Judge 2023

People Worked With

Founders, Partners, CMOs, CCOs,
CTOs, Journalists, Editors, Illustrators,
Animators, Jr. Designers,
Production Vendors, Developers,
Engineers, Muhammad Ali, Elon
Musk, Local Coffee Shop Owner

Selected Brands Worked On

IBM, Apple, Cornell, AT&T,
Starbucks, Yo Yo Ma, New York
Knicks, US Olympic Committee,
The Beekman Hotel

Skills

Figma, Adobe CC: Indesign,
Photoshop, Illustrator, Keynote,
Google Slides; Brand Strategy,
Copyrighting, Storyboarding,
Key Art, Presenting, Hosting,
Serving, Mentoring