

Roua Rammal

Senior Presentation & Graphic Designer

Senior Designer with 18+ years of experience creating high-impact visual communications for Fortune 500 companies and global organizations. Experienced in translating complex business, financial, and technical information into clear, compelling visual stories across executive presentations, data-driven reports, marketing campaigns, brand systems, and event experiences. Strong cross-functional partner with a proven ability to manage projects from concept through final delivery while maintaining brand consistency and meeting demanding deadlines.

Contact

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Core Design Expertise

Presentation Design
Brand Development
Marketing Collateral
Data Visualization
Infographics
Event Design
Digital Campaigns
Template Development

Design & Creative Software

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Canva
Figma

Presentation & Business Tools

Microsoft PowerPoint
Google Slides
Keynote
Microsoft Word
Microsoft Excel

AI & Creative Technology

ChatGPT
Claude
Gemini

Education

New York Institute of Technology

B.S., Computer Science

Minor: Telecommunications
Network Management

Experience

Senior Graphic Designer – PagerDuty

Remote | April 2021 – August 2026

- Designed and executed integrated digital campaigns and marketing collateral, including ebooks, reports, solution briefs, white papers, infographics, social assets, and other customer-facing materials.
- Designed high-visibility event experiences and supporting creative, including booth graphics, presentations, signage, environmental graphics, and campaign assets.
- Designed executive-level presentations, including quarterly investor and earnings decks, translating complex financial and business information into clear, compelling visual narratives.
- Designed data-driven reports and thought leadership content that transformed complex business and technical information into engaging visual stories for customers and stakeholders.
- Developed brand guidelines and flexible templates for multiple collateral types, improving brand consistency and accelerating creative production across teams.
- Partnered with marketing, communications, business, and other cross-functional teams to develop cohesive, on-brand creative across digital, print, presentation, and event experiences.

Senior Graphic Designer – Weber Shandwick

New York, NY | May 2011 – May 2020

- Led creative development for presentations, proposals, marketing materials, and other visual communications for a broad portfolio of global and Fortune 500 clients, adapting creative approaches to different industries, audiences, and brand identities.
- Managed projects from initial concept through final production, balancing multiple priorities and demanding deadlines while maintaining quality and creative consistency.
- Partnered with Business Development and Account teams across a global network, including Mexico City, Boston, Toronto, London, Beijing, and Abu Dhabi, to provide creative direction and visual storytelling expertise.
- Collaborated with cross-functional teams to develop new visual formats, styles, and presentation approaches that strengthened client communications.

Production Designer – RR Donnelley at White & Case LLP

New York, NY | March 2008 – April 2011

- Designed and updated presentations, pitch decks, brochures, internal communications, event materials, and other collateral while maintaining the firm's visual identity.
- Managed a high-volume workflow of simultaneous design requests, collaborating directly with attorneys and administrative teams while meeting tight deadlines.
- Supported the Manila-based offshore design team by developing training materials, documentation, and brand/template guidelines.
- Provided creative direction and quality oversight for offshore design projects to ensure consistency with firm branding.