

ROSIE ETTENHEIM

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EXPERIENCE

THE WALL STREET JOURNAL

AUG 2022 - PRESENT

Graphics Reporter

- Increased estimated engagement time by 15%+ by producing 400+ charts and data visualizations across 150+ published stories that translated complex reporting into clear visual narratives for digital audiences.
- Generated 40+ bylines totaling 4.7M+ views (subscribers and unique visitors), including 10 stories I pitched or co-pitched.
- Became the only Graphics Reporter from 2023-2025 to receive bylines on Sports stories, driven by strong partnerships with editors and the Sports desk.
- Became a trusted and frequently requested collaborator across the newsroom by partnering with 100+ reporters and editors on economics, politics, sports, business, and breaking-news coverage.
- Analyzed and transformed structured datasets into reader-facing graphics, earning a reputation on the team for quickly surfacing clear summaries and insights from complex data, often before requested deadlines.

WORLD RESOURCES INSTITUTE

MARCH 2020 - AUG 2022

Data Visualization Designer

- Built interactive graphics, explainers, and visual stories for 12+ programs and subsidiary organizations across climate, economics, and policy topics, helping drive content reaching 2M+ views annually through WRI's flagship Insights publication.
- Led visual accessibility standards and workshops across a 500+ person organization, upleveling inclusive design practices for digital products, publications, and cross-functional teams for all internal and external communications.
- Partnered with researchers and communications teams to analyze data and make findings accessible to broad audiences.

GARTNER

MARCH 2019 - MARCH 2020

Senior Graphic and Visualization Designer

- Designed visual systems and editorial assets across three major B2B software brands
- Supported cross-functional storytelling, campaigns, and data visualization initiatives.

BOOZ ALLEN HAMILTON

MARCH 2018 - MARCH 2019

Design and Visualization Specialist

- Created dashboards and analytics visuals for federal agency clients with 80%+ of billable time
- Designed prototypes and user-centered internal tools for large employee audiences.

PREVIOUS: OCEANA, Graphic Designer, 2015-2018 | NPR, Design Contractor, 2014 | GALLAUDET UNIVERSITY, Design and Communications Grad Assistant, 2012-2014 | APPLE, Trainer and Specialist, 2010-2012

SELECTED HONORS

New York Press Club Award Winner, Infographics, 2024 — *The World Is On the Move*
Contributor, Pulitzer Prize-winning series, The Wall Street Journal, 2023 — *Capital Assets*

EDUCATION & SOFTWARE SKILLS

Maryland Institute College of Art - MPS, Data Analytics & Information Visualization, 2018 | Gallaudet University - MA, ASL & Deaf Studies, 2014 | Mount Holyoke College - BA, Liberal Arts/Studio Art, 2010

Data & Reporting: Excel, Google Sheets, R, data cleaning and analysis, research | **Design:** Adobe Illustrator, Photoshop, InDesign, Figma | **Web:** HTML, CSS, JavaScript, D3, Git, GitHub