



ABOUT

A multi-disciplinary Creative Director and front-end UX designer with more than 15 years experience in: graphic design, digital marketing, front-end development, user interaction & experience (UI+UX) and corporate branding.

A creative conceptual thinker with strong team and project management skills and ability to deliver solid strategic solutions and troubleshoot technical issues in a deadline driven environment. Dedicated to delivering high quality visual and technical solutions for clients of all types.

SKILLSET

Adobe Creative Cloud
Photoshop CC
Illustrator CC
InDesign CC
Dreamweaver CC

Adobe Acrobat
Adobe After Effects
Adobe Audition CC
Premiere Pro CC
Adobe Animate CC

Mac OS
Microsoft Office
HTML5 / CSS3
Javascript
Adobe XD / Sketch

Visio/Diagramly
Adobe Experience Manager
Wordpress
MODX
Foundation / Bootstrap

PROFESSIONAL DEVELOPMENT

STOPit, Bedminister, NJ

Creative Director, UI/UX Design

Jan. 2016 - Present

- Responsible for the design and digital creative process for mobile and desktop platforms for the STOPit app and its backend incident management system, DOCUMENTit
- Successfully designed and developed new multi international responsive marketing website(s) to increase form submissions by 40% and a 75% increase in SEO value
- Collaborated with mobile team to redesign and implement new STOPit app to increase downloads by 15% and overall ease of use
- Responsible for the decrease of overall design department costs by 60%
- Successfully conceptualized and designed new poster series to promote new STOPit app within national K-12 school districts
- Responsible for initial concepts and UX design of new incident management system app to increase corporate sales

WYNDHAM WORLDWIDE, Parsippany, NJ

Manager, Front End Development and Design

2011 - Nov. 2015

- Responsible for the design, development and digital creative process for all mobile, tablet and desktop platforms for 14, 100,000+ page ecommerce websites
- Successfully conceptualized and built an in-house agency model to accomplish overall business objectives.
- Gained Senior Leadership buy in. Recruited talent and handled all project assignments.
- Recognized by executive committee and selected for corporate mentoring program for high-opportunity associates
- Collaborated with cross-functional teams to design and deliver creative framework, including email templates, display advertising and web site assets to support digital communication programs for 14 high-volume retail ecommerce brands
- Served as UX expert on high profile capital projects including redesign of web sites to support retailing strategy and increased conversions rates through optimization, A/B and multivariate testing
- Designed and implemented responsive email templates for 15 hotel brand that resulted in a 28% increase in overall click rates
- Successfully collaborated with mobile and optimization teams to redesign and implement overall UX enhancements to increase overall mobile conversion rates by 19.5%
- Successfully presented and implemented designs and UX strategy to senior level executives for company's first responsive site platform
- Interpreted diverse brand and business needs into unique design executions to increase overall promotional conversion rates on a quarterly basis
- Successfully collaborated with developers to implement and maintain front-end standards and production of Javascript, HTML, and CSS under company guidelines



ROWMACK - DESIGN

Online Marketing/Front End Digital Design

2002 - Present

- Developed custom advertisements and marketing collateral for local and regional retail businesses
- Successfully built and maintained relationships with over 60 clients through continued support and easy accessibility for high priority projects
- Conceptualized and design of multiple book covers including the award winning "Sing in the Morning, Cry at Night"
- Strategically built branding campaigns for more than 25 clients, including market research, web site, logo design, marketing collateral materials and social media campaigns
- Successfully increased multiple customers overall site goals through clear strategic UX design testing, site optimization and customer base market research
- Conceptualized and designed over 30 promotional T-shirts for local businesses to increase business awareness

RYMAX Marketing Services, Pine Brook, NJ

Graphic Design/Online Marketing Specialist

2009 - 2011

- Developed and designed collateral materials, including print ads, emails, catalogs and company product sheets
- Successfully design and developed company strategic social media campaign and blog website with increased awareness and overall sales
- Managed creative and innovation of internal employee communications
- Managed and maintain graphic files and outsourced image relationships
- Assisted Marketing team with brainstorming, marketing and advertising strategies
- Worked with and presented to senior level management to generate information and approvals for material

EMACK STUDIOS, Red Bank, NJ

Co-Founder/Creative Director

2003 - 2008

- Successfully built and managed an interactive multimedia marketing & web design agency, providing creative leadership in a deadline-driven environment
- Designed and developed collateral material for NJ Shares to increase their government funding
- Designed, developed, managed and hosted more than 50 web sites
- Created and presented to senior level executives a series of print ads for Verizon to increase awareness of their support of New Jersey industry
- Developed a long-term clientele relationship base with more than 100 companies by successfully developing and presenting innovative proposals and design concepts to clients with clear strategic guidance
- Created heartgalleryofnj.com web site, which enhanced national awareness of state adoption, by providing a place for hopeful parents to view children

HONORS and AWARDS

- Recipient of three Wyndham Constellation Awards for excellence in project delivery
- Recipient of five Wyndham "Count on Me" Awards for excellence in service

PROFESSIONAL AFFILIATIONS

- Member of National Association for Photoshop Professionals
- Graphics Arts Guild

PORTFOLIO

www.rowmack.design

EDUCATION

Certificates in Graphic Design and Web Development

CHUBB INSTITUTE – North Brunswick, New Jersey (2002)

Advisory Board Member; provided expertise and advice regarding curriculum and real world applications of education