



www.rosenbower.com

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Energetic, versatile graphic designer with excellent listening skills. Expert at translating customer goals and priorities into clean, fresh designs. Photoshop pro willing to go the extra mile to get the desired solution.

Experience

Freelance Designer

Dallas, TX - Current

Clients include:

78 Fence, City Tavern, Heritage Auctions, Homegrown Music Festival, Nectarom, Redstone Visual

Details:

Web site designs and redesigns, sign design, email creation as well as redesign. Worked with creative services placement firms as well as directly with clients to provide a high level of service and skill on a wide range of creative projects.

The Dallas Morning News

Dallas, TX 10/2004 - 10/2014

iTeam lead designer - leader a team of Internet and interactive designers.

Responsibilities included:

Art Direction, Visual Design, Interface Design, Branding, Information Architecture, Internet Strategy, Production.

Details:

Leader of the Agency's iTeam, TDMN's design group for all digital advertising and marketing. Designed and built interactive advertising: Peels, sliding billboards, traditional Flash banners, pop-up ads, full page takeovers, entire web sites. HTML, CSS, Email marketing and all sorts of front end design.

Freelance Designer

Dallas, TX 2/2001 - 10/2004

Clients include:

The Beck Group, Aegis Consulting, The Oklahoman, Brand Ops, SBC, Adventure Tours, Tenet Healthcare, Propell Learning Systems, Comfidante, Jasmine Networks, The Greater Oklahoma City Chamber of Commerce, Finish Strong Sports, MB Design Studio, Planted Earth Landscaping Services

Details:

Intranet & Internet design and production, Flash promotions, web site designs and redesigns, newspaper advertising, fliers, business cards, logo design, multimedia presentations and special event illustration.

SPRINGBOW Solutions

Irving, TX 4/2000 - 2/2001

Sr. Designer

Responsibilities included:

Art Direction, Visual Design, Interface Design, Front end Design, Branding, Information Architecture, Internet Strategy, Production.

Details:

All aspects of web and multimedia design and development. Initial discovery sessions, strategy development, information architecture and interface design, production, implementation, testing and presentation. Worked closely with clients in brand development and with interpreting brands for new media.

WIESEMORR.interactive

Arlington, TX 10/1996 - 4/2000

Sr. Designer

Responsibilities included:

Art Direction, Visual Design, Branding, Information Architecture, Internet Strategy,

Details:

As the first employee of WIESEMORR.interactive was extensively involved in all aspects of web and multimedia design and development. Worked with clients in initial discovery sessions, on strategy development, information architecture and interface design. Participated on projects through production, implementation, testing and presentation. Assisted clients in brand development for new media. Often worked with designers as project art director and production supervisor. Collaborated extensively with technical staff on delivering the best solutions. Wrote copy for creative briefs, project overviews, strategy documents, brand audits, and more. Developed the WIESEMORR company identity and brand. Created WIESEMORR graphic standards used company wide.

DFW Suburban Newspapers

Arlington, TX 6/1992 - 10/1996

Graphic Artist

Responsibilities included:

Advertising design, Advertising production, Design and production of editorial art, Special section cover design and production.

Details:

Responsible for the design and production of camera-ready art for 7 suburban newspapers. Worked closely with ad reps to deliver effective advertising for clients.

Education

American Technical Institute. Graduated in 1992.

Studied illustration, painting, typography, layout & design, and computer design & illustration.

University of Texas at Arlington. 1984 - 1989

Studied painting, design, marketing and business.

Portfolio

Available at <http://www.rosenbower.com>

References

Kalie Whitsett, Advertising Director, The Dallas Morning News, Kwhitsett4@gmail.com

Catrina Stanford, Advertising Manager, The Dallas Morning News, cstanford@dallasnews.com

Bryon Morrison, Partner, WIESEMORR.interactive, bmorrison@nectarom.com

Scott Wiese, Partner, WIESEMORR.interactive, scott@thewieses.com