



www.rosenbower.com

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972.898.3011

Experienced, energetic, & versatile Graphic Designer with excellent visual design, listening and learning skills. Expert at translating customer goals and priorities into clean, fresh, functional designs. A professional willing to go the extra mile to get the desired solution.

Experience

Southern Methodist University

02/2018 - Current

Content Manager, Graphic Designer

Responsibilities include: Design, manage and update SMU's various schools' websites in SiteCore, WordPress, html, css, Word, Photoshop, Illustrator and Dreamweaver. Update pages, create new pages, redesign sites and make additions, corrections and updates. Search throughout the SMU site to recognize areas where visual and functional improvements can be made.

Freelance Designer

10/2014 - Current

Clients include: City Tavern, Heritage Auctions, Homegrown Music Festival, Nectarom, Redstone Visual
Details:

Web site designs and redesigns, email design and redesign. Business cards, signage, brochures, print advertising. 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

10/2004 - 10/2014

iTeam Lead Senior Digital Designer

Responsibilities included:

Lead a team of internet and interactive designers. Art direction, visual design, interface design, branding, information architecture and internet strategy & production.

Details:

The Dallas Morning News' first in-house digital designer. Leader of the Agency's iTeam, TDMN's design group for all digital advertising and marketing. Designed and built interactive advertising: Page peels, sliding billboards, Flash banner ads, pop-up ads, full page takeovers and entire web sites. HTML, css, email marketing and all sorts of front end design.

Freelance Designer

2/2001 - 10/2004

Clients included:

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

4/2000 - 2/2001

Sr. Digital Designer

Responsibilities included:

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

Details:

Participated in 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

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 in projects from discovery 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

10/1996 - 4/2000

Graphic Artist

Responsibilities included:

Advertising design and 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 Belo newspapers. Worked closely with ad reps to deliver effective advertising for clients.

Education

American Technical Institute. Graduated in 1992.

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

University of Texas at Arlington. 1984 - 1989

Studied painting, design, marketing, business and advertising.

Portfolio<http://www.rosenbower.com>**References**Kalie Whitsett, Advertising Director, The Dallas Morning News, kwhitsett4@gmail.comCatrina Stanford, Advertising Manager, The Dallas Morning News, catrina.stanford@gmail.comBryon Morrison, Partner/Creative Director, WIESEMORR.interactive, bmorrison@smu.eduScott Wiese, Partner, WIESEMORR.interactive, scotwiese@gmail.com