

DANIEL ROWLEY 4339 N. Wolcott Ave. #2, Chicago, IL 60613 | 773 580 1051 | www.danrowley.com

EDUCATION 5/1996 Northern Illinois University B.F.A. Visual Communications

EXPERIENCE

1/2005 - Present Independent Design Consultant, Recent engagements include:

Sears Holdings

- SearsHoldings.com complete redesign, build and maintenance
- Intranet redesign and maintenance for human resources, facilities maintenance, and homepage/news
- Redesign of online directory
- Recruitment brochures and print advertising

Hewitt Associates – Wireframes (html and css prototypes) of human resources software

NetConcepts – Monthly magazine ads for GravityStream product

United Airlines – Research, design and build of the brand site

Orbitz.com – Complete redesign of Orbitz.com for American Airlines – CorporateAAccess.com

Jennifer Weigel – Identity and website for author, journalist, producer

Hayes Properties – Hayesproperties.com & Identity for the Ravenswood Billboard Factory

As Is Realty – Identity, website, signage, letterhead, and affiliate Take Two Financial - Identity, website

Group Fox Property Management – Identity revamp, groupfox.com, photography, brochures, letterhead, signage, advertising

Barrington Lakes Apartment Homes – Identity, website, brochures, letterhead

Tanning Supply Outlet – Ecommerce website for more than 1000 products

Kiser Group – Kisergroup.com, photography, advertising and invitations

7/2004 - 1/2005 Web Developer, Proceed Interactive, Des Plaines, IL
Designed and produced websites for boutique hotels. Search engine optimization.

10/2001 - 10/2002 Interface Design Manager, USAA, San Antonio, TX

- Web design project manager/producer, for USAA.com's e-commerce sector
- Utilized a group of designers, usability engineers, writers and technologists to produce ecommerce projects that spanned multiple lines of business
- Created budgets, project timelines, and information architecture diagrams
- Obtained approval for projects
- Closely involved with extensive usability testing in a formal lab environment

1/2001 - 3/2001 Internet Producer, Deloitte Consulting, Austin, TX
Internet Studio Director/Project Manager

12/1999 - 6/2000 Senior Associate, Plural, Chicago, IL
Started and managed a creative group within the Plural Chicago office.

11/1998 - 9/1999 Senior Designer, US Web/CKS (March First), Chicago, IL
Managed brand/design side of internet projects, wrote creative briefs, made information architecture diagrams

2/1997 - 7/1998 Graphics Designer, Ernst & Young, Chicago, IL
High-end print design for proposals, presentations, invitations, event signage

6/1996 - 2/1997 Freelance Graphic Designer, Various Companies, Chicago, IL

