

Daniel Rowley

Professional Designer

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MISSION

responsible for branding that accurately represents

the positive essence of the company through leadership in visual communications on the internet and in real applications

thus dramatically improving marketing and sales, and company pride

2) EXPERIENCE

1/96 - Present **DANIEL ROWLEY DESIGN** Chicago, IL
Creative Director

High Quality Web, Print, Photography & Brand Identity

Recent Clients Include:

Sears Holdings, Hewitt Associates, United Airlines, Orbitz.com, Kiser Group, Group Fox Chicago, Theresa Beran Kulat & Associates, The University of Iowa, Proceed Interactive (Marriott, Hilton, etc.), Tanning Supply Outlet, Artisan, Money and Happiness (the book), Midwest Institute for Minimally Invasive Therapies, and many more...

7/2004 - 1/2005 **Proceed Interactive** Des Plaines, IL
Web Developer

Web site design and production for internet marketing, high-end creative **website design**, web site production, writing, research, and organic **search engine optimization**.

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

- Web design project manager/producer, in the interaction design management department of USAA.com's e-commerce sector
- Utilized a group of designers, usability engineers, writers and technical specialists in order to successfully produce e-commerce projects that spanned across multiple lines of business, in a military-derived environment
- Created budgets, project plans & timelines, **information architecture** diagrams
- Got sign-off for projects from legal, marketing, design, management, and the involved lines of business
- Closely involved with every facet of interface design including extensive **usability testing** in a formal lab environment
- Project experience includes: Homepage redesign, mortgage calculators, life insurance needs calculator, college funding calculator, online military guides (military life event), retirement event, college event (529 plans), free financial profile tool, and the intranet redesign

1/2001 - 3/2001 **Deloitte Consulting** Austin, TX

Internet Producer

Relocated to Austin, TX to work as an internet Studio Director/Project Manager

12/1999 - 6/2000

Plural (**Dell Professional Services**) Chicago, IL
Senior Associate/Art Director

Started and **managed a creative group** within the Plural Chicago office. Recruited, trained and retained creative and talented people. Led the creative process for client projects.

9/1999 - 10/1999 **DDB Needham** Chicago, IL

Freelance Art Director

Art directed, worked with designers and account teams to produce **online advertising**.

11/1998 - 9/1999 **March First** Chicago, IL

Senior Designer

Senior designer in the Branding Identity and Design Group • Projects include **Walgreens.com**, **CompTIA.org**. Managed brand/design side of internet projects • Responsible for web design through managing designers, jr. designers, and freelance writers • Art directed, wrote creative briefs, made information architecture diagrams, and helped with coding and website builds.

2/1997 - 7/1998 **Ernst & Young** Chicago, IL

Graphics Designer

- High-end **print design** for proposals, presentations, packaging, and signage. Learned html and web optimization
- Designed graphics for Ernst & Young's intranet
- Worked with marketing teams and partner-level staff on quick-turnaround projects for widely varied industries (health care, financial services, manufacturing, real estate, gaming, retail and consumer products, etc)
- Acted as team lead on environmental design projects that required consistent style guides across multiple media, including signage, clothing, name tags, table tents, and presentation/projection graphics
- Met extremely short deadlines in a fast paced corporate environment, handling all aspects of my projects from start to finish

3) EDUCATION

5/1996

Northern Illinois University

B.F.A.

Visual Communications