

Kenneth Rowe

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Art Director ♦ Visual Artist ♦ Production & UI/UX Designer

- Visual Storytelling
- Markups & Editing
- Budget Management
- Project Management
- Photography & Retouching
- UX / UI Design
- Graphic Design
- Team Leadership
- Branding & Marketing
- Mobile App Design

Highly creative Art Director and Project Manager with over 10 years of experience leading design projects and teams. Diplomatic and patient leader, skilled at motivating and mentoring teams towards growth and excellence. Unparalleled visual artist, designer and graphic artist with experience in technology, fashion, home goods, architecture, and marketing. Skilled at collaborating with marketing teams and stakeholders to create and implement design concepts that elevate brands and align with global direction and organizational objectives.

PROFESSIONAL EXPERIENCE

BLACKTHORN & COMPANY, LLC

New York, NY

Lead Artist & Designer

Aug 2008 – Present

- Partner with clients to serve as design arm for visual, fashion and film projects, supporting all aspects of creative project management including concept design, mockups, and prototypes
- Develop high end furniture, including creating visual mood boards and technical drawings, and collaborate with clients and contractors to determine aesthetic direction for lines
- Create and implement overall business strategy, including financial and operational management, successfully increasing profitability by relocating production of steel furniture to off-site facility
- Design and build steel, bronze and wood sculptures, currently being displayed internationally in both commercial and residential facilities
- Provide photography services across a wide range of industries including fashion, fitness and advertising, handling retouching, resizing and photo enhancements

SUGAR & FLOUR BAKERY CAFÉ

Milwaukee, WI

Branding & Graphic Designer

Apr 2017 – Present

- Collaborate with owner to develop and implement re-branding strategy, including developing branding for website, logo and social media design
- Develop social media and multi-dimensional marketing campaigns that drive customer sales, create all marketing materials and collateral for digital and print

HALLIDAY GREER

New York, NY

3D Visualization Artist

Apr 2018 – Aug 2018

- Created high quality 3D models for architectural design presentations, including creating before and after 3D renders of finished projects
- Visited client site locations, took measurements and interacted with potential clients to support sales and ongoing account management

XOPS

New York, NY

UI / UX Designer

Jul 2018 – Jan 2019

- Designed conceptual diagrams, wireframes, visual mockups, and prototypes for new website tracking business app, ensuring usable and engaging interactions and interface
- Communicated and directed technical team located in India throughout entire production process, including the design, build and testing of the app
- Provided graphical design support and created workflows, storyboards and mockups
- Troubleshoot production issues and ensured that user-interface specifications and design patterns were accurate and intuitive for end-users

DAVID M. JONES, JR. & ASSOCIATES / ETI, INC.

Fort Myers, FL

Land Planner & Project Manager

Oct 2005 – Aug 2008

- Oversaw the planning and scheduling of large scale land improvement projects, including reviewing and analyzing environmental impact reports, economic, social, and physical factors
- Increased number of governmental contracts by improving land development designs, conferring with local authorities, civic leaders and social scientists to develop land agreements
- Provided on-site inspections and estimations, including checking and requesting permitting documents
- Interfaced with clients and resolved design issues, and kept stakeholders informed regarding key milestones, timeline and budget updates

ECOSYSTEM TECHNOLOGIES, INC.

Fort Myers, FL

Project Manager/Designer

Oct 2005 – Oct 2006

- Spearheaded overall project delivery for multiple land projects, defining project objectives and managing team from initial concept design through to completion
- Managed project budgets, scope development, design and construction contracts, collaborating with cross-foundational teams to ensure proposals, invoices and permits were accurate
- Improved efficiency by formulating a streamlined command structure to be integrated into the existing business plan and procedures
- Designed digital and print marketing materials, participated in strategy sessions with marketing team
- Expanded brand guidelines regarding typography, hierarchy, iconography, color, layout, texture

EDUCATION

UNIVERSITY OF WISCONSIN-LA CROSSE

La Crosse, WI

Bachelor of Science – Fine Arts

SOFTWARE

Editing / Design

- Adobe Creative Cloud
- Photoshop
- InDesign
- Illustrator
- Lightroom
- Premiere Pro
- Capture One
- DaVinci Resolve

3D Modeling

- Sketchup
- Vray
- Blender 3D
- Fusion 360
- AutoCad

UX / UI / Web

- Invision / Studio
- Sketch
- Flinto
- Webflow
- Timeline
- Principle
- Adobe XD
- Craft

Social Media / Communications

- Twitter
- Instagram
- Discord
- Slack