

KENNETH ROWE

Visual Designer

kennethdrowe@gmail.com | kennethdrowe.com
[LinkedIn](#) | 212.335.0107

Visual Designer with 10 years of experience in fine art and digital design. As an innovative, interdisciplinary visual storyteller I bring the creative passion necessary for presenting and delivering exciting, emotionally engaging solutions across multiple platforms.

SKILLS

- Adobe Creative Suite
- Sketch, InVision, Axure
- Microsoft Office, Jira
- User Centered Design
- Wireframes, User Flows
- Visual Design, User Research
- Design Research
- Content Design
- Digital & Paper Prototyping
- Rapid Prototyping
- Experience Mapping
- Service Blueprints
- Interaction Models
- Sketching
- Service Design

RELEVANT EXPERIENCES

UX / UI Designer | General Assembly | Washington, DC | Remote | Sept 2020 - Dec 2020

- **Hoppr: Visual Design Lead** - Collaborated with a 4 person team through visual design of 3 lo-fi to mid-fi iterations of a mobile app directed at special educators. Translated user research and analyzed a previous concept to create a features list. Built wireframes and prototypes with Adobe XD and presented to clients through google slides.
- **Tatwoo: Lead Interaction Designer** - Using Agile methodology, led a 3 person team through visual design and implementation of a web-app directed at Tattoo customers and studios. Created competitive features list, affinity maps, personas, conducted user interviews and usability tests. Constructed lo-fi to mid-fi iterations using Adobe XD, Axure, Photoshop and Illustrator.

Owner, Lead Designer | Blackthorn & Company, LLC | Miami, FL - New York, NY | Aug 2008 - Present

- Designed / built luxury custom [interior design elements](#) in collaboration with clients for small and large projects
- Visually presented [design concepts](#) to clients through sketches and 3D models using Sketchup w/ Vray
- Created a collection of [Fine Art sculptures](#) on display internationally using metals, stone and textiles
- Acted as Art Director / Set Designer on "Willows", a series of three short films Directed by Eduardo Cintron
- Developed and oversaw manufacture of a line of furniture and the supporting graphic design marketing assets
- Created digital art for use on social media platforms through photo and video editing applications

UX/UI Designer | xOps | New York, NY | Remote | July 2018 - Jan 2019

- Assembled mood boards with the latest trends in color and design, and worked directly with the owner to ideate designs for a new website tracking, business-facing app
- Generated concept sketches, wireframes, visual mockups, motion design assets and prototypes
- Collaborated with a remote overseas engineering team to deliver design assets and instructions

3D Visualization Artist | Halliday Greer | New York, NY | April 2018 - Aug 2018

- Created high-quality "before and after" 3D models for architectural design presentations, in addition to responding to briefs, conducting site visits and collaborating with designers

Project Manager, Planner, Designer | David M. Jones Jr. & Assoc. | Fort Myers, FL | Oct 2006 - Aug 2008

- Oversaw the planning and scheduling 5+ mid to large scale land development projects
- Increased number of governmental contracts by improving land development design presentations
- Managed project budgets, scope development and design for construction contracts

EDUCATION

General Assembly | User Experience Design Immersive | Washington, DC | Remote | December 2020
University of Wisconsin | Bachelor of Science, Fine Arts | La Crosse, WI | 2004