

Chris Rowe

Creative Leader

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Chris's passion lies in creative leadership and overall problem solving. His goal is to find ways to bring people together to create solutions that help clients as well as the businesses he works with.

Approach

LEADERSHIP STYLE

- Practices Adaptive Leadership
- Strengthens Business Acumen
- Adaptability Through Ambiguity
- Collaboration + Transparency
- Cultivates a Culture of Success
- Mentors + Coaches All Levels

AREAS OF EXPERTISE

- Design Strategy
- Planning + Prioritization
- Process Improvement
- Research + User Testing
- Relationship Building
- Team Development

Senior Experience Designer & Team Lead

ROCKET COMPANIES [2021-PRESENT]

Worked with senior leadership and partners across disciplines to develop and implement design strategy, manage team workloads and provide design direction across a number of Rocket products including Rocket Mortgage, Solar and Loans.

- Scoped, managed, and defined success criteria and KPIs to measure design effectiveness
- Influenced, negotiated, and gained buy-in from stakeholders and senior leadership through various design expertise, user research and testing to solve complicated business problems
- Targeted and improved key experiences across the Rocket ecosystem to improve conversion and reduce user struggles resulting in millions of dollars saved in yearly revenue
- Partnered with research teams to plan and execute generative and evaluative research
- Developed trusted relationships with cross-functional partners such as product, tech and research to align strategy, roadmaps and production schedules
- Planned and facilitated collaborative workshops and supported stakeholder decision making across multiple business areas and functions
- Provided day-to-day coaching and direction to elevate the people and work across the design organization supporting team member career development and growth

Creative Director & Lead Experience Designer

UNIVERSITY OF COLORADO DENVER [2018-2021]

Managed creative team and oversight of creative work that aligned with the University's strategic priorities including brand identity, digital platforms and user experiences.

- Managed in-house design department, designers, and all key creative and digital projects involving the University's initiatives and campus-wide projects
- Served as the lead creative strategist and oversaw the development of the University's brand system and digital style guide including video and photoshoots
- Helped evolve the experience design discipline within the University and delivered user experiences defined by KPIs using data and SEO.
- Partnered with Product Managers, Engineers, Researchers and other stakeholders to identify strategic opportunities across platform experiences
- Facilitated collaboration with internal and external teams to define business problems, inform the product design strategy and prioritize solutions
- Provided leadership and mentoring to both designers and leaders with a focus on project and workload management and cross-team collaboration
- Recruited, hired, and onboarded talented people, placing team members on results-oriented work that complemented their skills, career ambitions, and growth opportunities

Tools

PROJECT MANAGEMENT

JIRA, Wrike, Azure DevOps, Asana, Monday.com, MS Planner, Trello

COMMUNICATIONS/ COLLABORATION

FigJam, Microsoft 365, Lucid, Miro, Notion, Evernote, Google docs

DESIGN

Figma, Adobe XD, Wordpress, Sitefinity, Adobe Creative Suite

OTHER

Full Story, Glassbox, InVision, Axure, Prezi, Solidworks, AutoCAD, Revit

Education

LICENSES & CERTIFICATIONS

- Jira/Confluence Fundamentals
- Glassbox Certification
- UX Certificate: Springboard

BACHELORS OF SCIENCE IN INDUSTRIAL DESIGN

Virginia Tech

Awards

FINANCIAL DESIGN AWARDS:

- MFEA Star Awards - Program Rebrand (2017), Best Marketing Campaign (2016)
- Gramercy Institute Financial - Marketing Strategy (2017 & 2016)

INTERNATIONAL DESIGN AWARD

- Good Design: Graphics & Packaging (2008)

OTHER HONORS

- Published Infographics: Featured in various design books, magazines & online media

Creative Director

JANUS HENDERSON INVESTORS [2015-2018]

Lead in-house creative team, bringing leadership and design direction to overarching strategy. This included management of designers and creative projects within the scope of marketing, digital platforms, visual graphics and presentations.

- Oversaw design and development of digital experiences across the company, including multi-million dollar campaigns and clients winning multiple best in industry awards
- Built a robust international design system and brand throughout multiple organizations, increasing efficiency and improving consistency throughout
- Presented monthly design strategy and implementation methods to senior leaders regarding how to foster adoption across the organization
- Provided mentorship and coaching from senior leadership to young designers across multiple departments elevating the design acumen within the organization
- Introduced an agile working style within design including prioritization and planning, project management, as well as processes and workload management to provide better flexibility and increased team efficiency while reducing company budgets
- Hired, onboarded, and provided regular performance feedback, check-ins and reviews for all direct reports

Art Director 2013-2015

ROCKY MOUNTAIN INSTITUTE + CARBON WAR ROOM [2013-2015]

Provided strategic thinking and art direction to client facing pieces, transcribing research into engaging visual graphics.

- Maintained and evolved a cross-interaction channel view of audience experiences and ensured a shared understanding across stakeholders and partners
- Build trusted relationships with cross-functional partners and senior leaders
- Establish/maintained processes and workflows that enabled the team to maximize their impact
- Translated user needs and business requirements into compelling experiences

Lead Designer

BREWSTER HOME FASHIONS [2009-2012]

Developed multiple consumer product sites and rebranded several product lines to grow the company's awareness and customer base.

Art Director

GROUP GOETZ ARCHITECTS [2007-2008]

Managed the in-house design team, company website, digital and print graphic creation, proposals, presentations, portfolios and other creative materials.

Senior Industrial Designer

AMTRAK [2004-2007]

Led the design and execution of nationwide projects from concept to manufacturing, including conducting research and development as well as project management.