

Chris Rowe

Creative Leader

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I'm a creative leader driven by solving complex problems and elevating ideas into meaningful, measurable outcomes. I'm passionate about uniting teams, aligning stakeholders, and shaping solutions that create value for both clients and organizations.

Approach

LEADERSHIP STYLE

- Practices adaptive leadership
- Strengthens business acumen
- Adapts effectively through ambiguity
- Fosters collaboration and transparency
- Cultivates a culture of success
- Mentors and coaches team members at all levels

AREAS OF EXPERTISE

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

Director, Product Design

ROCKET COMPANIES: ROCKET MORTGAGE, SOLAR AND PERSONAL LOANS [2021-PRESENT]

Director-level design leader delivering measurable business impact across the Rocket ecosystem through strategic, research-driven experience improvements. Proven track record driving multimillion-dollar revenue gains, scaling design systems, and elevating team performance in a fast-paced, cross-functional environment.

- Increased key conversion metrics across the Rocket ecosystem and generated millions in incremental annual revenue through targeted UX improvements and KPI-driven experimentation.
- Improved team velocity and quality by implementing scalable design systems and operational workflows that reduced design debt and accelerated release cycles.
- Reduced usability friction by embedding generative and evaluative research into product planning, resulting in more accurate problem framing and higher-confidence decisions.
- Strengthened cross-functional cohesion by running alignment workshops that clarified priorities and streamlined roadmap execution across product and engineering.
- Elevated design talent and leadership capacity through structured mentorship, skill development plans, and improved team operating models.
- Improved delivery predictability by optimizing team capacity planning and integrating evidence-based design practices across multiple product teams.

Creative Director, Product Design and Marketing

UNIVERSITY OF COLORADO DENVER [2018-2021]

Creative and product design leader with a strong record of elevating brand integrity and digital experiences across a large university ecosystem. Recognized for modernizing design systems, driving data-informed UX improvements, and building a high-performing creative team that consistently delivered strategic institutional value.

- Transformed the university's digital and brand experience by modernizing the design system and style guide, improving consistency across hundreds of touch points.
- Increased engagement and usability across key digital platforms by leveraging analytics, SEO insights, and research to deliver data-driven experience improvements.
- Elevated the university's creative output by leading major brand initiatives—including video, photography, and platform refreshes—that aligned with institutional priorities.
- Improved cross-campus collaboration by introducing structured discovery workshops and alignment sessions that reduced rework and accelerated project timelines.
- Scaled a high-performing in-house design team by implementing clear role definitions, leveling frameworks, and onboarding programs that improved retention and readiness.
- Grew team capability and creative quality through focused coaching, performance development, and a more modernized, standards-based design practice.
- Strengthened long-term design capacity by recruiting and onboarding top creative and product design talent aligned with the university's mission and digital transformation goals.

Tools

PROJECT MANAGEMENT

Atlassian Products, Wrike, Azure DevOps, Asana, Monday.com

COMMUNICATIONS/ COLLABORATION

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

DESIGN

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

OTHER

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

Education

LICENSES & CERTIFICATIONS

- AI Strategy Certificate, Cornell
- Jira/Confluence Fundamentals
- Glassbox Certification
- UX Certificate: Springboard

BACHELORS OF SCIENCE IN INDUSTRIAL DESIGN

Virginia Tech

Awards

COMPANY AWARDS: 2024

- Launch and Learn Innovation Award, Rocket Loans

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]

Creative design leader with extensive experience driving digital, brand, and marketing initiatives across large organizations. Known for elevating team performance, modernizing design systems, and delivering award-winning work that strengthens brand impact and operational efficiency.

- Led the in-house creative team, providing strategic direction and oversight across marketing, digital platforms, visual communications, and high-impact creative initiatives.
- Directed the design and development of digital experiences for multi-million-dollar campaigns and clients, contributing to multiple industry award wins.
- Built and scaled an international design system and unified brand architecture across multiple organizations, improving efficiency, consistency, and cross-team adoption.
- Presented monthly design strategy recommendations to senior leadership, driving alignment and accelerating design system integration across the company.
- Mentored and coached designers across departments, elevating design acumen, craft quality, and cross-functional collaboration.
- Introduced agile design operations—including planning, prioritization, project management, and workload systems—improving team efficiency, flexibility, and reducing budget waste.
- Recruited, onboarded, and managed direct reports, providing ongoing performance feedback, career development guidance, and structured reviews.

Art Director 2013-2015

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

Art Director level role with expertise providing strategic thinking and art direction for client-facing projects, translating research, user needs, and business requirements into engaging visual experiences. Skilled at maintaining cross-channel audience perspectives, building trusted relationships with senior leaders and cross-functional partners, and establishing processes and workflows that maximize team impact.

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.