

RYAN THOMAS ROWLETT
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Multidisciplinary graphic artist with focus in all aspects of web design, user-experience, print design, brand development, and art direction.

EDUCATION

Memphis College of Art – BFA Studies / Art History / Graphic Design / 2005 – 2007

Cape Fear College – Associate Studies / Humanities / 2003 – 2004

EMPLOYMENT

Associate Professor – Parsons School of Design / NYC / 2015 – Present

Design coursework and instruct Core Interaction Lab. Develop syllabus, lectures, assignments, readings, and projects for Sophomore-level Communication Arts class. Provide in-class instruction, lead critiques, and manage administrative aspects including grading, TA coordination and management etc..

Senior Interactive Designer – Brooklyn Academy of Music / New York / 2012 – Present

Conceptualize, wireframe, and determine interactivity, design, and provide art direction for all BAM digital content including: websites, digital signage, online advertising, and new initiatives (long-term special projects such as web improvements, microsites, mobile design etc.). Manage the Junior Interactive Designers and interns, including: providing art direction, design feedback, progress and workload management, and instruction on general best practices for digital design. Maintain knowledge of emerging web technologies and best practices in user-centered design Liaise with Marketing, Design, Development, and Digital Media teams for all web production.

Art Director – R.R. Donnelley / New York / 2011

Worked within creative team developing brand identity for global investment firm Morgan Stanley Smith Barney. Pushed conceptual, photographic and creative direction in order to expand and update the brands existing design system as well spear headed new initiatives for printed, digital and interactive communication. Chief designer / director on several projects including the forthcoming redesign of morganstanley.com and the global MSSB Twitter campaign.

Graphic and Web Designer / Producer – Creative Time / NYC / 2009 – 2011

Acted as singular designer and producer for marketing department creating all visual elements, web and print, for fast-paced, public arts non-profit. Designer, programmer and administrator for project microsites. Other design and production responsibilities included books, event identity, announcements, invitations, broadsides, on-site signage, graphic animations, advertisements, branded structures and objects, stationery, development proposals, and documentation of archival materials (photo and video). Art director for web-based photo and video content.

Graphic and Web Producer – Williams Lea Inc. / New York / 2009 – 2010

Worked in a small creative team designing and producing printed, web-based and interactive marketing materials for Morgan Stanley Investment Management. Maintained msim.com, editing, and coding daily updates. Created microsite for organization's yearly summit. Designed and created animated banners and mass email templates.

Graphic Designer – Li Inc. / New York / 2008 – 2009

Worked on a small team for this boutique design firm, designing and producing visual collateral for a prestigious list of clientèle in art and fashion. Select photography, retouching and maintenance for Liinc.com.

Freelance Production Coordinator – C2 Creative / New York / 2008

Overseer for various aspects of production, from ideation to production for this Bank of America subcontractor. Maintained scheduling, created and organized server-based archive, work in collaboration with multiple departments to produce deadline-specific marketing materials

Junior Graphic Designer – Giant Skateboard Dist. / Garden Grove CA / 2000 – 02

Worked collaboratively in shaping marketing concepts & design for fourteen predominant brands. Produced catalogues, layouts, illustrations, and hard & soft-good designs. Oversaw project scheduling & quality control. Organized weekly updates. Created templated graphic solutions to stream-line ongoing interoffice operations.