

ROYCHELLE ROWDEN

Product Designer

Designer with 15 years experience creating web, graphic and architectural designs.

EDUCATION

2013 - 2013

Product & Design Certificate

StartUp Institute
Chicago, IL

2003 - 2006

Master of Landscape Architecture

Louisiana State University
Baton Rouge, LA

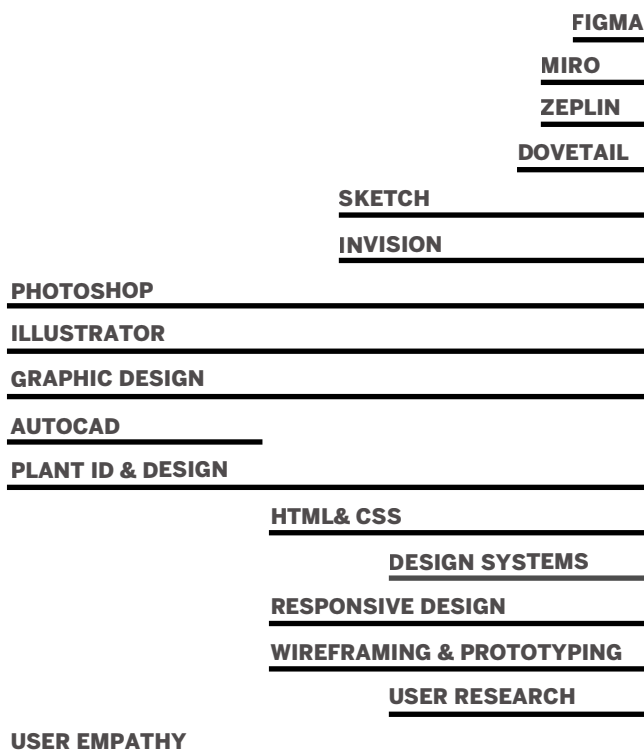
1999 - 2003

Bachelor of Arts in Biology & Studio Art

Knox College
Galesburg, IL

SOFTWARE & SKILLS TIMELINE

• 2008 • 2010 • 2012 • 2014 • 2016 • 2018 • 2020 • 2022



• 2008 • 2010 • 2012 • 2014 • 2016 • 2018 • 2020 • 2022

 www.roychelle.com

 roychellerowden@gmail.com

 3208 Neal Street#1, Austin TX 78702

 512-213-9361

WORK EXPERIENCE

2021– present

Senior Product Designer

MVP Index - Austin, TX

Designed a new broadcast tool which drew an significant revenue increase from our Fortune 500 brands, professional teams, global agencies, and media clients. Created compelling data visualizations and interfaces to help our clients tell the story of where they are gaining or producing value to validate their partnerships. Provided quantitative and qualitative user research insights to guide product roadmap. Consolidated customer feedback and stakeholder goals into designs to enhance our existing sponsorship performance tool.

2016 – 2021

User Interface Designer

Eduphoria Inc - Austin, TX

Created new experiences that increased company customer base and revenue. Managed the integration of a design system into development workflow. Converted product manager ideas into cohesive designs and provided alterations based on customer feedback. Supported two software teams with ideation, designs and quality reviews as the software features are iterated. Aided marketing efforts with photo editing and branding material for print and digital presentation.

2014 – 2016

Visual Designer

Skidmore Owings & Merrill LLP - Chicago, IL

Created new application designs that improved firm communication, increased documentation of completed tasks, and improved transparency and accountability. Established a style guide for the design of future applications. Provided low and high fidelity mocks ups for users review and feedback at several points in the development process. Provided design support to the SOM Foundation, the firm's non profit organization.

2013 - 2014

Freelance Designer

SoPact, In2itive Marketing & Classroom IQ - Chicago, IL

Created branding, interface and Drupal site customization for small startups.

2007 - 2013

Associate

Hoerr Schaudt Landscape Architects - Chicago, IL

Acquired a new project for the firm generating \$40,000 in revenue for the 1st phase of construction with other phases to be negotiated. Created photo-realistic renderings for several design competitions and client pitches. Provided construction documents, details and specifications and 3D Modeling and for project phases from concept design to construction.