

# ROYCHELLE ROWDEN

## VISUAL+USER INTERFACE DESIGNER

Designer with 12 years experience creating web, graphic and architectural designs.

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### WORK EXPERIENCE

2016 - Present

#### User Interface Designer

Eduphoria Inc - Austin, TX

- Established a library of components for the Application Design System.
- Re-imagined existing software solutions to improve customer engagement and experience.
- Provided interactive prototypes for customer feedback, development and marketing.

2014 - 2016

#### User Interface Designer

Skidmore Owings & Merrill LLP - Chicago, IL

- Created new application designs 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.

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.

### SKILLS

- Responsive Design
- Wireframing & Prototyping
- Branding Design
- Design Systems
- User Personas
- Basic HTML, CSS & Javascript

### EDUCATION

2013 - 2013

#### Product & Design

StartUp Institute - Chicago, IL

2003 - 2006

#### Master of Landscape Architecture

Louisiana State University College - Baton Rouge, LA

1999 - 2003

#### Bachelor of Arts in Biology & Studio Art

Knox College - Galesburg, IL