

ROB DOWELL

Senior Graphic Designer | Brand & Digital Designer | UI Designer

Portfolio: thecreativeitch.com

Senior Graphic Designer with over 16 years of professional experience creating impactful brand identities, marketing campaigns, digital experiences, and print collateral for businesses ranging from emerging brands to nationally recognized organizations. Combines strong visual storytelling, creative strategy, and technical expertise to develop design solutions that strengthen brand recognition, engage audiences, and support business objectives. Experienced collaborating with creative teams, project managers, marketers, and clients to deliver high-quality work from concept through final production while consistently managing multiple priorities and deadlines.

WORK EXPERIENCE

Atlanta, GA

The Creative Itch

Founder | Creative Director | Brand Designer

- Established a multidisciplinary creative studio, partnering with businesses and artists to deliver strategic branding, web design, and digital experiences tailored to their goals.
 - Managed all aspects of client relationships, project planning, creative direction, and delivery while balancing multiple projects and deadlines.
 - Led end-to-end creative projects from concept development through design, production, and launch, ensuring cohesive solutions across digital and print media.
 - Designed responsive websites and custom WordPress experiences that strengthened online presence, improved usability, and supported client marketing objectives.
 - Developed comprehensive brand identity systems that established consistent visual communication.
- Produced marketing and promotional materials that helped clients increase brand awareness and engage their audiences.

Airtight Design

UI Designer | Graphic Designer | Front-end Developer

Atlanta, GA | March 2013-May 2026

- Led User Interface (UI) and User Experience (UX) design for responsive web applications, developing wireframes, interactive prototypes, and scalable design systems that aligned business objectives with user needs.
- Designed conversion-focused digital marketing campaigns and web advertising that strengthened brand visibility and supported engagement goals.
- Collaborated with project managers, developers, and clients to translate complex business requirements into intuitive, user-centered design solutions.
- Championed accessibility, responsive design, and modern UI best practices to create inclusive digital experiences across desktop and mobile platforms.
- Created social media campaigns and digital assets that maintained consistent brand messaging while increasing audience engagement across multiple platforms.
- Delivered creative solutions for nationally recognized brands including **ACT**, **Autotrader**, **Kelley Blue Book**, **Cox Automotive**, **Atrium Health Navicent**, and **OxBlue**, maintaining high standards of quality while managing multiple projects simultaneously.

Atomic Fusion, Inc

Graphic Designer | Front-end Developer

Atlanta, GA | March 2010-December 2012

- Created digital and print marketing materials that strengthened brand consistency across web, email, and traditional marketing channels.
- Designed and implemented custom email marketing campaigns that supported client communication strategies and reinforced brand engagement.
- Produced social media promotional content that enhanced online visibility and maintained cohesive visual messaging.
- Maintained and updated CMS-driven websites, ensuring accurate content, reliable functionality, and an improved user experience across digital platforms.

PROFESSIONAL SKILLS

DESIGN

Graphic Design
Branding & Identity
Art Direction
Creative Direction
Typography
Layout Design
Print Design
Marketing Campaigns
Digital Advertising
UI Design
Responsive Design
Accessibility
Wireframing
Prototyping
Design Systems

SOFTWARE

Figma
Adobe Creative Cloud
Jira
Microsoft Office
Google Workspace

DEVELOPMENT

HTML
CSS
JavaScript
WordPress
Visual Studio Code

AI TOOLS

ChatGPT
Claude
Midjourney

ADDITIONAL

Music Production
Sound Design

EDUCATION

The Art Institute of Atlanta

Associate in Arts | Web Design & Interactive Media
March 2008-March 2010

The University of Florida

Bachelor of Arts | Visual Arts Studies
June 1995-December 2000

RECOGNITION

Outstanding Contributions to the Department (Web Design & Interactive Media) | The Art Institute of Atlanta, 2010
Outstanding Academic Performance | The Art Institute of Atlanta, 2010

