

# GEOFFERY ROWE


Senior UI/UX & Brand Designer

## PORTFOLIO & CONTACT

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Arroyo Grande, CA 

## SUMMARY

Senior multidisciplinary designer specializing in website, brand, and design systems for elective healthcare and medical aesthetics. Extensive experience across print and digital, building scalable, brand-driven experiences that elevate perception and build trust. Strong collaborator with cross-functional teams, owning projects from discovery through launch in remote and agency environments.

## PROFESSIONAL EXPERIENCE

### Senior Website Designer

**Etna Interactive | 2006 – Present**

- Design and evolve brand-focused marketing ecosystems—including websites, social content, and print—for medical and aesthetic practices.
- Led client presentations and guided stakeholders through strategic creative decisions while maintaining brand consistency.
- Build flexible design systems and component libraries to ensure consistency, usability, and scalability.
- Collaborate closely with strategists, copywriters, developers, and project managers to align creative vision with business and technical goals.
- Present design concepts to clients, clearly articulating design rationale and incorporating feedback while maintaining brand integrity.
- Collaborate with UX designers and product strategists on commercial e-commerce and branded website experiences.

## SELECTED CONTRACT EXPERIENCE

**AP-Logic | 2014 – 2016**

- Designed UI components aligned with existing XD layouts and brand style guidelines for a software platform.

**Hathway | 2015**

- Designed UI components in alignment with existing XD layouts and brand style guidelines.

**Rosetta | 2014**

- Collaborated with Rosetta's in-house creative team to design retail-focused UI experiences for interactive demo software featured on consumer devices.

## EARLY CAREER

### Graphic Designer

**Whizbang Ideas | 2004 – 2006**

- Produced advertising and marketing materials across a diverse set of client accounts.

### Junior Graphic Designer

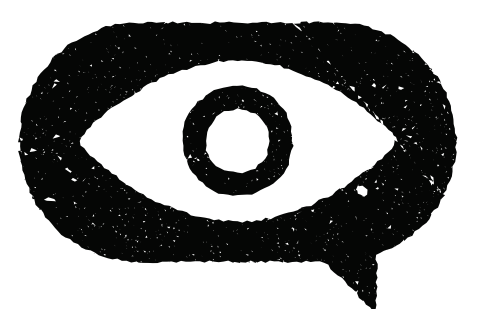
**Solutions by Design | 2002 – 2004**

- Created brand identities and print collateral for orthodontic and dental practices.

## EDUCATION

### Bachelor of Fine Arts (BFA), Communication Design / Illustration

Oklahoma Christian University



## SKILLS

UI/UX Design

Responsive Web Design

Design Systems

Healthcare Focused

Brand Development

Creative Strategy

Art Direction

Marketing Design

Adobe Creative Suite

Canva

Adobe XD

Figma

Unbounce

Webflow