

 Arroyo Grande, CA	 smallfishdesign.net	 linkedin.com/in/geofferyrowe	 geoffrowedesign@gmail.com	 (559) 816-6182
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Summary

Senior Web & Brand Designer creating polished digital experiences, brand systems, and marketing materials for healthcare, lifestyle, and growing brands. Experienced across responsive website design, UI/UX, visual storytelling, design systems, print, and digital campaigns. Known for translating strategy into thoughtful creative direction, scalable design systems, and brand-focused experiences that help organizations communicate clearly, build trust, and stand out.

Professional Experience

Senior Website Designer – Etna Interactive | 2006 – Present

- Design brand-focused websites, visual systems, marketing graphics, social content, and print collateral for elective healthcare and medical aesthetic practices.
- Create responsive website designs from discovery through launch, translating strategy, sitemaps, wireframes, and brand direction into polished digital experiences.
- Build scalable design systems, component libraries, and reusable page sections that support consistency across large websites, landing pages, and marketing campaigns.
- Develop visual direction through moodboards, color palettes, typography, imagery, and interface styles aligned with each client’s brand, audience, and business goals.
- Present design concepts to clients and internal teams, explaining creative direction, UX strategy, and brand rationale with clarity and confidence.
- Collaborate with strategists, copywriters, UX designers, developers, and project managers to align creative direction with user needs, technical requirements, and business goals.

Selected Contract Experience

UI Designer / Contract Designer – AP-Logic | 2014 – 2016

- Designed UI components for a software platform, aligning layouts with existing design systems, XD files, and brand guidelines.

UI Designer / Contract Designer – Hathway | 2015

- Designed UI components and digital layouts in alignment with established XD layouts, brand standards, and product requirements.

UI Designer / Contract Designer – 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, branding, and marketing materials across a wide range of client accounts.
- Designed print and promotional materials that supported client campaigns, brand awareness, and local advertising needs.

Junior Graphic Designer – Solutions by Design | 2002 – 2004

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

Core Strengths

Website & UI Design: Responsive Web Design • UI/UX Design • Landing Pages • Page Layouts • Wireframes

Brand & Visual Systems: Brand Identity • Visual Direction • Design Systems • Style Guides • Moodboards • Art Direction • Visual Storytelling

Marketing Design: Social Campaign Graphics • Print Collateral • Digital Templates • Case Studies • Brochures • Sales Materials • Email/Newsletter Design

Strategy & Collaboration: Creative Direction • Client Presentations • Design Rationale • Cross-Functional Collaboration • Healthcare Marketing • Brand Consistency

Tools: Adobe Creative Suite • Figma • Adobe XD • Webflow • Unbounce • Canva

Education

Bachelor of Fine Arts, Communication Design / Illustration

Oklahoma Christian University