

JORDANNE ROWE

DESIGNER & ILLUSTRATOR

Hello! I'm Jordanne, a designer and illustrator based in Orlando. Over the last five years, I've had the opportunity to work in corporate, agency, and freelance environments. I've worked on a variety of projects from brand identities and marketing campaigns to UI/UX projects and digital experiences. I love to take on new experiences and challenge myself as a designer.

CONTACT

- 📍 Orlando, FL
- 📞 561-729-6747
- ✉️ jordannerowe@gmail.com
- 🌐 www.jordannerowe.com

EDUCATION

BFA in Graphic Design
UNIVERSITY OF CENTRAL FLORIDA

Associate of Arts
PALM BEACH STATE COLLEGE

SKILLS

- Brand Identity
- Print Design
- Digital Marketing Assets
- Social Media Design
- Environmental Graphics
- UI / UX Design
- Web Design
- Motion Graphics
- Illustration

TOOLS

- Adobe Creative Suite
- Figma
- Webflow
- HTML & CSS
- Procreate

EXPERIENCE

DEZERLAND PARK

Graphic Designer / Freelance Designer

Fulltime: Nov. 2025 - Mar. 2026 | Freelance: Mar. 2026 - Present

- Served as the sole in-house designer, guiding the creative direction across attractions, restaurants, events, and guest experiences.
- Created branding, logos, menus, promotional materials, and environmental graphics including banners, billboards, and window vinyl.
- Developed guest-facing materials such as park maps, signage, and food/drink promotional campaigns across the property.
- Led visual direction for new auto museum exhibits and specialty installations, including The King's Guitar Car.
- Continue to support Dezerland Park on a freelance basis, providing ongoing creative assets and marketing materials.

THE ACTONE GROUP

Graphic Designer

Jan 2022 - Sept 2025

- Designed and produced 10–30 social media graphics per week with minimal revisions, improving brand visibility across platforms.
- Created and documented a 50+ component UI Kit in Figma, establishing the first standardized design system for our team.
- Led design for a high-priority Facebook ad campaign under government contract, delivering 12 multi-sized assets in one week.
- Produced internal marketing emails, branded newsletters, and print/digital assets for conferences and events.
- Created branded merchandise to reinforce company identity.

REDFORK MARKETING

Graphic Designer

Sept 2020 - Jan 2022

- Designed logos and brand identities for small business clients across multiple industries.
- Created Mailchimp email campaigns and website prototypes in Adobe XD to support client branding and digital experiences.