

**Julie Rowland**  
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***"Phenomenal Art Director with over 15 years of multi-channel design experience & a proven ability to generate sales through web, video & print."***

**Essential qualities:**

- Extensive training and knowledge in UI/UX interface design and information architecture.
- Develop creative and original graphics that drive sales.
- Print expert.
- Proficient web-based design with front-end HTML coding.
- Strong leadership abilities including communication, collaboration and delegation skills.
- Ability to quickly familiarize with brand goals, integrate and deliver style into design.
- Excellent executional skills and detail oriented.
- Ability to multi-task and work in a fast-paced environment.
- Excellent organizational and time management skills.
- Self-directed, motivated, and a great team player.

**Professional Experience:**

July 2014 to Present

**Mscruises.com**, Pompano Beach, FL  
Senior Art Director

- Develop campaign branding, OOH advertising, print catalogs and brochures, print ads: b2b collateral as well as consumer, landing pages and website UI/usability improvements.
- Translate strategies into compelling and innovative creative that engages the customer, drives traffic and continues to build the brand's relevance and desirability.
- Manage team to inspire and help achieve consistent high quality creative outputs.
- Develop creative concepts, campaigns, and creative business ideas through sound strategy and strong creative research - with input and collaboration from the Senior VP of Marketing.
- Direct team members and outside agencies throughout the project to ensure high quality work and creative consistency for the campaign and/or brand guidelines.
- Partner with all involved to ensure brand strategy and objectives are met. Utilize their feedback and input in order to help create stronger strategies and expand on concepts that then can be incorporated into the final artwork.
- Clearly communicate strategy changes that affect creative with team members.
- Ensure all scheduled deadlines are met.
- Evaluate & manage each assignment and determine what planning is needed, i.e. Photography, illustration and copy.
- Implement efficient workflows, processes & design specs for production.
- Research and maintain creative reference libraries for print design, typography, photography, graphics, design elements and culture trends.
- Actively research new advertising/marketing possibilities.

September 2013 to June 2014

**DBJules.com**, Lighthouse Point, FL  
President/Owner

- Contract work for major website: Design site from concept to final mockups, including usability and brand guidelines.

August 2005 to August 2013

**1-800-PetMeds.com**, Pompano Beach, FL

Art Director

- WEB: UX design, information architecture, and ongoing development of the [1800PetMeds.com](http://1800PetMeds.com) site, its affiliate sites, promotions/mini-sites; [pethealth101.com](http://pethealth101.com), contests, the partner programs, and emails.
  - Conceptualized, designed and built front-end html for pet education website: [pethealth101.com](http://pethealth101.com) with over 100K monthly visitors.
  - Designed a top 100 retail site with over 1.5M visitors a month and the highest opinion lab rating of excellent (Top 97%).
  - Designed and coded emails for the first 5 years, bringing in revenue from \$250K up to an average of \$1M per email.
  - Product management committee senior member, bringing on new PetMeds product line items.
  - Directed photo shoots, including working with photographers, stylists, and a variety of vendors, clients and producers.
- PRINT: Conceptualized and designed all print ads, postcards, newspaper ads, brochures, catalogues, flyers, event signage and designing labels for PetMeds brand. Set up and supervise hiring human talent, animal talent, and coordinate photo shoots for all related materials.
  - Designed packaging for a brand new private label product: Flea4x with over \$4M in annualized sales: a major brand success featured in TV commercials, as well as naming and designing other private label products.
  - Helped create proprietary brand products.
  - Developed direct mail catalogs and postcards with a 16% customer response rate.
  - Expert knowledge of all personalization, methods, methodology and implementation.
- VIDEO: Chose products to film, edit scripts, hire talent, and oversee video shoots.
  - Oversaw videos shoots, edited, and placed on site to give products a 150% lift in sales.

May 2005 to Present; Contractor

**Fanball.com**, Sunrise, FL

Lead Designer

- Conceptualized, designed and created a brand new section of [Fanball.com](http://Fanball.com) (now CDM sports), the NFL Score Center, and then incorporated that into all other sports. This area included the main scoring center, which consisted of a scoreboard, drive charts, depth charts, stats, etc.
- Worked closely with Development team and Programming team to ensure a fantastic user experience while keeping a production timeline.

January 2000 to March 2005

**CBSSportsLine.com**, Fort Lauderdale, FL

Assistant Manager of Creative Services

- Corporate and partner sites included: [CBSSportsLine.com](http://CBSSportsLine.com), [PGATOUR.com](http://PGATOUR.com), [NFL.com](http://NFL.com), [SuperBowl.com](http://SuperBowl.com), and [NCAASports.com](http://NCAASports.com).
- Served as coach, mentor and supervisor to the Creative Department members, including handling of yearly evaluations.
- Strategized with the marketing department to create effective campaigns that promoted the CBS SportsLine business.
- Supervised creation of Graphic User Interfaces.
- Served as liaison to the sales department and ensured that we are on base to reach our sales goals as well as making sure we had the technical ability to handle the ideas that were contemplated by the sales force.
- Handled outside vendors, partners, and clients on a daily basis to ensure success of projects.

- Personally designed latest sites such as the PGA TOUR, NCAA Sports, San Francisco 49'ers 2000 site and the Super Bowl 2002, 2003 & 2004 site.
- Maintained consistency across all sites.
- Managed focus groups, usability groups, and user testing to analyze data to ensure a better customer experience on the CBS SportsLine site.
- Created and maintained a specs information site to house all of these UI designs specs and advertising specs for easy reference and accessibility.

January 1998 to 2000

**CBSSportsLine.com**, Fort Lauderdale, FL

Graphic Designer

- Supported our marketing and sales departments by creating online advertising concepts, banners, color print pieces and newspaper ads.
- Managed all inbound and outbound creative job requests.

Oct 1987 to October 1991

**Laurence, Charles, Free and Lawson**, New York City, NY

Art Director

- Worked on the Tri-State McDonald's account where I created add on :10-:15 second TV spots to the Leo Burnett global campaigns and all POP materials, including in-store translites, Happy Meal Bags, Posters, Mobiles, Newspaper Ads, Magazine Ads, etc.
- Worked on Econo Lodge, Keri Lotion and Anacin accounts where I created print ads, storyboard ideas for commercials, and the shareholder's annual/earnings reports.
- Other responsibilities included being part of a think tank team, an idea-generating group within the company to support new client pitches.

May 1987 to October 1987

**McCaffery and McCall**, New York City, NY

Bull Pen Mockup Artist

- Created camera-ready art and paste up mechanicals pre-computer era in advertising graphics.
- Hand set type using a typesetting machine and spliced each individual letter together for proper spacing.
- Used a stat machine to create in-house mockups for position only.

### **Education:**

**St. Lawrence University**, Bachelor of Arts in English Literature and Fine Arts. Canton, NY, 1983-1987.

**An Event Apart 2015 Conference**, for standards-based web design, code as well as content, usability as well as design. Austin, TX.

**SEO Training and Certification 2015 5 day SEO Mastery Skills Workshop**, Search Engine Optimization techniques for designing top ranking website with Steve Scott.

**An Event Apart 2013 Conference**, for standards-based web design, code as well as content, usability as well as design. Seattle, WA.

**The Rich Web Experience/Continuous Delivery Experience 2012 Conference**, front end tools, frameworks, usability, and development practices. Ft. Lauderdale, FL.

**SEO Training and Certification 3 day SEO Mastery Skills Workshop**, Search Engine Optimization techniques for designing top ranking website with Steve Scott.

**The InDesign conference 2008**, Pixel Conference (Photoshop Conference) and the Vector Conference (Illustrator and Flash Conference). Miami Beach, FL.

**Search Engine Strategies 2007**, The Premier Event for Search Engine Marketing & Optimization. San Jose, CA.

**eTail 2007**, A multi-Channel Integration, Brand Management & The Customer Experience seminar. Palm Springs, CA, 2006.

**The Adobe InDesign conference**, an event designed for professionals to learn and talk to the largest group of Adobe InDesign experts in the world. May 2006.

**eTail 2006**, A multi-Channel Integration, Brand Management & The Customer Experience seminar. Palm Springs, CA, 2006.

**The Art Institute of Ft. Lauderdale**, Graphic & Desktop Design. Ft. Lauderdale, FL

**Broward Community College**, Introduction to Programming. North Lauderdale, FL, 2003.

**Sheridan Technical**, JavaScript. Tamarac, FL, 2002.

**Piper Community College**, HTML. Tamarac, FL, 2000.

**User Interface 2000**, The Essentials of Screen Design and Layout with Sarah Bloomer, The Hiser Group and Information Architecture Design. Boston, MA, 2000.

**Influent Technology Seminar**, The Art of Online Visual Interface Design seminar and The One Stop Documentation seminar with Suzanne Watzman. Orlando, FL, 1999.

**McFatter Technical**, Designing Web Pages with HTML. Davie, FL, 1999.

#### **Awards:**

**The 2012 Private Label Manufacturers Association.** PLMA gives recognition to retailers and wholesalers for their achievements in store brand marketing and product development. The awards represent not only the industry's appreciation but also a benchmark of how far store brands have come...the 2012 Home and Health award winner for Pet Products was my design for Be Soothed, a 1800PetMeds product.

#### **References**

Phone references and letter recommendations available upon request

***A tremendously talented "one women show" who can do it all: print & web.***