



RANDALL ROZZELL

I'm a 20-year veteran of design, specializing in web design, front-end web development and product design.

I have worked for many brands and fields – from large companies to small start-ups, including insurance, healthcare, banking, digital advertising, email marketing, clinical research, and more.

Online Portfolio
TRIPLE-ARE.COM

E: fuelaffected@gmail.com

M: 919.805.4123

L: Clayton, NC

EDUCATION

BACHELOR'S DEGREE

East Carolina University
1992 -1996

SKILLS

HTML / CSS

Adobe Photoshop

Adobe Illustrator

CMS Systems

(Webflow, Wordpress, etc)

Figma

Sketch

Adobe InDesign

jQuery / Javascript

EXPERIENCE

DIGITAL
MANAGER
2016 -Present

CoverHound & CyberPolicy / San Francisco, CA (Work remote)

- Spearheaded design and development of 2 marketing sites with Webflow, resulting in increased online binds
- Optimized insurance product design and UX
- Crafted and implemented company emails and collateral, elevating brand and customer experience

WEB MANAGER
2015 -2016

PPD / Morrisville, NC

Designed and developed a new ppd.com. Designed and built a new PPD intranet site, and internal employee recognition website.

SENIOR WEB
DESIGNER
2014 -2015

MaxPoint / Morrisville, NC

Created and maintained the codebase for marketing website. Optimized landing pages and developed print collateral.

SENIOR WEB
DESIGNER
2013 -2014

BCBS of NC / Durham, NC

Helped design team create one-off designs for future BCBS campaigns.

WEB
DEVELOPER
2012 -2013

BB&T / Raleigh, NC

Provided design and front-end development for BB&T Small Business offerings.

SENIOR WEB
DESIGNER
2008 -2012

iContact / Morrisville, NC

Designed, developed, and improved company marketing site for better ROI. Aided creative director with collateral work, corporate identity design, landing pages, and banner campaigns.

Preation
WEB DESIGNER
Design & Front-end dev
2006 -2008

City of Wilmington
WEBMASTER
Design & Front-end dev
2003 -2006

Fuel Affect
FREELANCE DESIGNER
Design & Front-end dev
2002-2006