

# RANDALL ROZZELL



DESIGN / WEB / UX

## CONTACT

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## ONLINE PORTFOLIO

- triple-are.com

## EDUCATION

### EAST CAROLINA UNIVERSITY

Bachelor of Arts  
Graphic Design and Illustration  
1992-1996

## SKILLS

### PROFESSIONAL

- Graphic Design
- Web Design
- Web Development
- UX / UI Design
- Email Design & Dev

### TECHNICAL

- Adobe Suite
- HTML/CSS
- Webflow
- Figma
- Sketch
- MidJourney
- Wordpress
- Javascript/jQuery
- Active Campaign
- Hootsuite
- HEAP

## PROFILE

I'm a 20+ year highly skilled designer, specializing in graphic design, web design, front-end web development and product design.

Results-driven designer with a track record of creating exceptional user experiences through effective and engaging design. I collaborate with cross-functional teams to develop and implement impactful strategies for high-volume products.

## EXPERIENCE

### 2016 - PRESENT | DIGITAL DESIGN MANAGER

#### COVERHOUND AND CYBERPOLICY

CoverHound, a division of Brown & Brown, Inc. (NYSE: BRO), offers a dynamic quote-to-buy online insurance marketplace. CyberPolicy is an all-in-one platform that offers businesses protection from cyber attacks. I work as a member of a dedicated cross-functional marketing and UX team.

- Ownership of all web design workflows – Ideate strategy, design comps, secure stakeholder buy-in and approval, develop and build in Webflow content management system for two corporate websites.
- Ownership of 10+ partner landing pages a year - ideate strategy, design comps, work with marketing and copywriting team to develop and build in Webflow content management system.
- Ownership of all graphic design and print collateral projects for yearly conferences and webinar events.
- Developed strategy and wireframing for a proprietary insurance shopping app with an average monthly volume of ~14K unique visitors, generating six-figure revenues.
- Designed and built 6 abandon cart email sequences targeting ~1500 monthly insurance shoppers generating five-figure premiums every 30 days.

### 2015 - 2016 | SENIOR WEB DEVELOPER

#### PPD

Pharmaceutical Product Development (PPD) is a global contract research organization (CRO) providing comprehensive, integrated drug development, laboratory and lifecycle management services.

- Ownership of all external facing website, internal employee websites, and intranet workflows - ideate strategy, design comps, secure stakeholder buy-in and approval, develop and build within Microsoft framework.



## EXPERIENCE

### 2014 - 2015 | WEB MANAGER

#### MAXPOINT

Display advertising firm – MaxPoint provides a leading business intelligence and digital marketing solution that enables national brands to drive local, in-store sales.

- Ownership of all web design workflows – Ideate strategy, design comps, secure stakeholder buy-in and approval, develop and build in something.
- Ownership of partner landing pages - ideate strategy, design comps, work with marketing and copywriting team to develop and build in something.
- Shared responsibility of all graphic design and print collateral projects for yearly conferences and webinar events.

### 2013 - 2014 | CONTRACT WEB DESIGNER

#### BCBS OF NORTH CAROLINA

Blue Cross and Blue Shield of North Carolina (BCBSNC) is a not-for-profit health insurance provider that offers plans for individuals, families, and employees.

- Ownership of BCBS landing page campaigns - ideate strategy, design comps, secure stakeholder buy-in and approval, and finalize designs for front-end developers.

### 2012 - 2013 | WEB DEVELOPER

#### BB&T

BB&T Bank is a full-service regional bank well suited for customers who live near one of its branches. Reporting to the Corporate Design Manager,

- Ownership of many BB&T banking landing page initiatives - ideate, design comps, secure stakeholder buy-in and approval, and develop designs in HTML/CSS and Javascript.

### 2002-PRESENT | FREELANCE

As a freelancer I've worked with a diverse range of startups, reputable agencies and SMB's to strategize, design and build their offline and online presence. This work helped develop initiatives for clients operating in different industries.

### 2008 - 2012 | SENIOR WEB DESIGNER

#### iCONTACT

iContact, offers an intuitive and easy to use email marketing solution, equipped with user friendly tools designed to expand your reach with visually appealing emails.

- Ownership of all web design workflows – Ideate strategy, design comps, secure stakeholder buy-in and approval, develop and build in Drupal content management system.
- Shared responsibility of email designs for our robust email marketing platform, servicing 5k+ clients a month.
- Shared responsibility of all graphic design and print collateral projects for yearly conference and webinar events.

### 2006 - 2008 | SENIOR WEB DESIGNER

#### PREATION

Web design creative firm focused on the visual appearance of products, brands, and services. They help businesses create visually engaging designs and communication materials, both print and digital.

- Ownership of all web design workflows – Ideate strategy, design comps, secure stakeholder buy-in and approval, develop and build in HTML and CSS platforms.

### 2003 - 2006 | WEBMASTER

#### CITY OF WILMINGTON, NC

New Hanover County's local government services include but are not limited to fire protection, law enforcement, emergency medical services, animal control, planning and land use management, public health, parks and recreation, and more.

- Ownership of the city government website and intranet - Ideate strategy, design comps, secure stakeholder buy-in, develop and build in Dotnetnuke.

Clients: FedEx, GlaxoSmithKline, 21st Century Realty, Certifical, Joshu Insurance, Shattered Digital, Insight Magazine, Global Data Consortium, Hyperion Financial, Johnston County Parade of Homes, Riverside Farmers Market, and more.