

RANDALL ROZZELL

randall@triple-are.com | (919) 805-4123 | Clayton, NC USA

PORTFOLIO – TRIPLE-ARE.COM

SUMMARY

Design Manager with many years of creating and executing design projects. Collaborates with creative and technical teams to produce plans and projects to comprehensively suit client needs. Empowers team members to explore innovative design to push boundaries while satisfying project requirements.

SKILLS

- Graphic design
- Responsive website design
- Print design
- Brand Identity
- Design systems
- Illustration & icon design
- Social media design
- User interface design
- Web development
- Web standards
- Email design
- SEO principles
- Digital design
- Visual communication
- Information architecture
- Design strategy
- Marketing knowledge
- User testing
- Adobe Creative Cloud
- Photoshop
- Illustrator
- InDesign
- Webflow
- Figma
- Sketch
- HTML
- CSS
- Microsoft Office
- MidJourney
- Wordpress
- CMS Systems
- Javascript
- Active Campaign
- iContact Email Builder
- Hootsuite

EXPERIENCE

Design Manager

CoverHound

2016 - 2024

- Managed web design workflows including strategy development, concept design, and obtaining stakeholder approval before development and launch on Webflow CMS.
- Designed and executed web content for two corporate websites, ensuring brand consistency and user engagement as well as over 10 partner landing pages annually, collaborating with marketing and copywriting teams to optimize content and design.
- Produced all graphic design elements and print materials for major annual conferences and webinar events, enhancing brand visibility.
- Developed strategy and wireframes, and designs in Figma for a proprietary insurance shopping app, attracting approximately 14,000 unique monthly visitors and contributing to significant revenue growth.

Senior Web Developer

PPD

2015 - 2016

- Developed and maintained external and internal websites, ensuring alignment with organizational strategy and user requirements.

- Designed and presented website compositions, successfully obtaining stakeholder consensus and necessary approvals.
- Implemented intranet workflows within the Microsoft framework, enhancing operational efficiency and internal communications.

Web Manager

MaxPoint

2014 - 2015

- Managed comprehensive web design workflows including strategy conceptualization, design composition, and stakeholder engagement to ensure project alignment and approval.
- Coordinated the creation and implementation of partner landing pages by collaborating with marketing and copywriting teams to enhance user experience and conversion rates.
- Contributed to the design and development of graphic design and print materials for annual conferences and webinar events, ensuring brand consistency and event success.

Senior Designer

BCBS of North Carolina

2013 - 2014

- Developed strategic web design for landing page campaigns, incorporating comprehensive design compositions and securing approval from key stakeholders for implementation.
- Finalized and delivered design creatives to front-end development teams, ensuring alignment with brand standards and project specifications

Web Designer & Front-end Web Developer

BB&T

2012 - 2013

- Collaborated with the Corporate Design Manager to conceptualize and create web design compositions for BB&T's banking landing page, securing stakeholder approval before development.
- Translated approved designs into functional web pages using HTML/CSS and JavaScript, enhancing the user experience for bank customers

Senior Designer

iContact

2008-2012

- Developed comprehensive web design strategies, created design compositions, and facilitated stakeholder consensus to drive project approval and execution.
- Collaborated in the design of email templates and graphics, supporting a user base of over 5,000 clients monthly.
- Contributed to the creation of graphic design elements and print materials for annual conferences and webinar events.

Freelance Designer

Self-employed

Ongoing

- Collaborate with startups, agencies, and SMBs to create and enhance their offline and online presence through web design and graphic design.
- Develop initiatives tailored to clients across various industries, including logistics, pharmaceuticals, real estate, insurance, and finance.
- Design and execute projects for notable clients such as FedEx, GlaxoSmithKline, 21st Century Realty, Certifical, Joshu Insurance, Global Data Consortium, Johnston County Parade of Homes, Riverside Farmers Market, and more.

EDUCATION

East Carolina University

Bachelor of Arts

Graphic Design