

# Garth Gower

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## VISUAL/UI AND UX DESIGNER

Highly creative and multi-talented Designer/Art Director who conceptualizes innovative solutions for web, digital mediums, and print. Skilled in a variety of design software, strategies and best practices used in creating marketing packages to strengthen business capabilities and user experiences. Vision-driven and enthusiastic, accustomed to surpassing expectations in deadline-driven, fast-paced environments.

## AREAS OF EXPERTISE

Visual Design, Concepts, and Layouts  
Marketing, Digital Advertising, and Print  
Project Management

User Experience  
Team Building and Leadership  
Adaptable, Flexible, and Troubleshooter

## TECHNICAL SKILLS

Design/Prototyping: Photoshop, Sketch, InDesign, Illustrator, Axure, Balsamiq.  
Web Development: HTML/HTML5, CSS, Dreamweaver, JavaScript, CMS Systems.  
Video/Animation: After FX, Premiere, Adobe Animate.  
Email: Eloqua/Engage.  
OS /Documentation: Microsoft Office, Mac/Windows/Unix, Visio, Acrobat Writer.

## PROFESSIONAL EXPERIENCE

**Bank of America** (Investing XD)

**Visual and Interaction Designer** (Contract TEK Systems)

2018

Design for investing web platforms.

- Create high fidelity designs and specifications from UX wireframes.
- Visual design for the responsive conversion Merrill Edge and Merrill Lynch Advisory site.
- Provide graphical designs, UX solutions, and updates for Merrill Edge sales site.

**New York Life Investments** (Digital and Creative Services, Investments)

**Visual/UI and UX Designer, Digital Creative Manager**

2009 – 2018

Design, management, and art direction for digital projects with internal team, external departments, and third party vendors.

- Lead UX/UI Designer for company web sites, managed creative production process and work flow from concept to completion, and after. Developed UX, mobile, and responsive practices.
- Designed and created digital marketing materials (web, interactive, social, online advertising, email and event-based) aligned to marketing objectives to increase product and brand awareness, in collaboration with key stakeholders and senior leadership.
- Partnered with sales and marketing to help provide digital solutions and insights based on current technology, design trends, metrics, and UX best practices, while adhering to company brand.
- Key contributor to building email designs and processes resulting in click through rate improvement and lead generation.

**Penn Treaty Network America** (Sales and Marketing, Long-term Care Insurance)

**Senior Web Designer and Graphic Artist, Creative Manager**

2005 – 2009

Managed and art directed a team of three designers.

- Created design and strategy for online marketing emails and training videos, resulting in \$200,000 budget savings.
- Implemented strategy and processes for print-on-demand marketing materials, resulting in \$500,000 dollars annual savings.
- Designed print and digital advertising, packaging, event driven marketing materials.
- Designed and managed the development of brand websites.
- Managed the development of internal web-based software applications and tools.

**Sodexo USA, Retail Brand Group** (Sales and Marketing, Catering and Hospitality)

**Senior Web Designer and Graphic Artist**

2004 – 2005

Designed, developed, and managed all corporate, brand-based websites and web strategies.

- Designed retail marketing materials for kiosks and storefronts (promotional, packaging and support) for 400+ national corporate, university, and healthcare brand-based restaurants and 1500+ internal cafeteria locations.

**eSocrates Inc** (eLearning)

**Senior Web Designer and Graphic Artist**

2002 – 2003

Designed and developed graphic and interfaces for internal and external client websites, print and digital marketing materials.

- Designed and developed all graphic content, UX, and HTML web layouts for database driven computer-based training modules.
- Provided graphic consulting and project management for all content development.

**Lehigh University, Department of Education** (Education, eLearning)

**Senior Web Designer and Graphic Artist**

2000 – 2002

Designed graphic and video content and user interfaces while working with professors across multiple fields.

- Project managed and provided technology guidance for the design and development of online training modules.
- Designed and created websites and marketing materials (brand identity, presentations, and brochures).

**PREVIOUS PROFESSIONAL EXPERIENCE**

**Lucent Technologies, Microelectronics Division** (Training)

**Web Designer and Graphic Artist** (Contract)

**EDUCATION**

**Art Institute of Philadelphia**

**Animation and Design Media Arts (AD) Specialized Technology** (Honors)