



540.560.1395 • bowmandk2@gmail.com • [www.darin-bowman.com](http://www.darin-bowman.com) • [www.linkedin.com/in/darin-bowman-design](https://www.linkedin.com/in/darin-bowman-design)

## SENIOR GRAPHIC DESIGNER

Accomplished Senior Graphic Designer offering 15+ years of in-house creative experience, specializing in shaping brands across digital and print. Strong record of user-focused visual design with a “yes-and” approach to innovative marketing solutions.

### HIGHLIGHTS

- Brand identity expert with integral role in stewarding brand with 80% US recognition.
- Mission-driven, highly adaptive collaborator who inspires stakeholder engagement.
- Versatile expertise in key design tools, including Adobe CC, Sketch, and CMS.

**PORTFOLIO** | [www.darin-bowman.com](http://www.darin-bowman.com)

### CORE EXPERTISE

Branding Initiatives  
Concept Development  
Website & UX Design  
Layout & Typography  
Production Timelines  
Vendor Management  
Cross-Functional Teams

## CAREER PROGRESSION

### Senior Graphic Designer, **Rosetta Stone** (2008 – 2021)

Drove concept, design, and delivery of creative materials across various marketing platforms, including web and social media, print, direct mail, trade show displays, sales collateral, and packaging for global and domestic markets, specializing in B2B marketing for enterprise and education. Collaborated daily with Creative Director, Art Director, Copywriters, Marketing Managers, and PMs to align brand guidelines and production specifications. Provided art direction to vendors, resellers, and freelancers.

- Redesigned entire Rosetta Stone Enterprise website using Ceros, concepting and executing branding and UX in 90 days, delivering increased sales leads and conversions upon January 2020 launch.
- Created winning logo design for 2016 flagship product, including digital/print graphics for launch at NY Stock Exchange.
- Earlier roles with Rosetta Stone: Production Artist and Graphic Designer.

### Freelance Graphic Designer, **DK Designs** (2000 – Present)

Built creative assets from concept to delivery, specializing in print design, logo design, and illustration. Managed external vendors to ensure quality, on-time project deliverables.

- Comprehensive brand refresh for Brethren Woods Camp & Retreat Center, including new logo, style guide, and signage.
- Logo design for Church of the Brethren Annual Conference, used across print and digital assets for audience of 130K+.
- Other key clients: Bridgewater College, Hometown Realty Group, John Kline Homestead, LDA Creations, & Naviance

### PRIOR ROLES

**Art Director, Daniel’s Promotional Products** (2006 – 2008) – Website redesign, team supervision of 3 designers, Logo & brand development for 150+ clients, including Cargill, Kraft, Sysco, Walmart, and James Madison University.

**Graphic Designer / Product Designer, LDA Creations** (2004 – 2006) – Custom high-end product & packaging design. Key clients: Colonial Williamsburg, The Greenbrier Resort, and The Salvation Army.

**SKILLS** Adobe InDesign, Photoshop, Illustrator, Acrobat, Animate (2015 Adobe Edge Animate Training with Ledet) Sketch | Invision | Figma | Ceros | Canva | Jira | Kapost | Brandfolder | Workamajig | Asana | Media Manager CSS | Google Workspace | MS Office | Slack | PC & Mac OS

## EDUCATION

**Virginia Commonwealth University School of the Arts** – Illustration & Graphic Design coursework

**Pennsylvania College of Art & Design** – Communication Arts, 45 credit hours

**Bridgewater College** – BA, Philosophy & Religion, Graduated summa cum laude