



540.560.1395 • bowmandk2@gmail.com • www.darin-bowman.com • www.linkedin.com/in/darin-bowman-design

SENIOR GRAPHIC DESIGNER

Accomplished Senior Graphic Designer offering 20+ years of in-house creative experience, specializing in creating visual messaging across digital and print in support of key organizational goals, while maintaining strong brand identity. Proven record of providing constituency-focused design using best-practice artistic direction, team collaboration, initiative, and communication.

HIGHLIGHTS

- Brand identity expert with experience stewarding a brand with 80% US recognition.
- Mission-driven, highly adaptive collaborator who inspires constituency engagement.
- Versatile expertise in key design tools, including Adobe Creative Cloud and Canva.

PORTFOLIO | www.darin-bowman.com

CORE EXPERTISE

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

CAREER PROGRESSION

Graphic Designer, James Madison University College of Business (2021 – Present)

Lead concept and design of visual messaging across various marketing platforms, including print, web, social media, video boards, and promotional items, serving key higher education constituencies such as events, faculty departments, admissions, advancement, and Dean's Office. Maintain JMU brand visual identity for the College. Collaborate with the Marketing Director, copywriters, photographer, and project manager to align strategy, brand, budget, and production deadlines. Network with cross-functional teams at the university level. Provide art direction and supervision for external vendors and freelancers.

- Design and produce monthly College e-newsletter and annual viewbook for admissions.
- Concepted, designed, and produced the 2020-2025 Strategic Plan Booklet for the Dean's Office.

Freelance Graphic Designer, DK Designs (2000 – Present)

Build creative assets from concept to delivery, specializing in print and logo design. Manage vendors to ensure quality.

- 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: Brethren Mennonite Heritage Center, Hometown Realty Group, John Kline Homestead, LDA Creations.

Senior Graphic Designer, Rosetta Stone (2008 – 2021)

Drove concept, design, and delivery of creative materials across various marketing platforms for global and domestic markets, specializing in B2B marketing for education and enterprise. Collaborated with Creative Director, Art Director, copywriters, marketing, and project managers to align brand and strategy. Provided art direction to vendors, resellers, and freelancers.

- Redesigned entire Rosetta Stone Enterprise website using Ceros, delivering increased sales leads and conversions.
- Created winning logo for 2016 flagship product, including digital and print collateral for launch at NY Stock Exchange.

PRIOR ROLES

Art Director, Daniel's Promotional Products (2006 – 2008) – Website redesign, team supervision of 3 designers, logo and 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 | Sketch | Invision | Figma | Ceros | Canva | Brandfolder | Jira | Kapost | Workamajig | Asana | Media Manager | Trello | CSS | Google Workspace | MS Office | 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