



stephen rowe

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Online Portfolio
alliedfront.com

expertise

Champion of common sense with strengths in listening, synthesizing and building dynamic and effective solutions through visual media. Thoughtful communicator able to work in and lead internal and external teams to shepherd projects from concept to reality.

experience

Cayan
Senior Art Director

09.2012 — Present

Managed all core materials for the rebranding of the company's name change from Merchant Warehouse to Cayan. Develop print collateral and presentations for trade shows and speaking engagements. Work with internal clients and business channels to identify and articulate goals for targeted communications. Conceptualize and create infographics to support visual messaging of brand's products and services.

First Act
Senior Designer

09.2008 — 09.2012

Developed new product ideas and naming for company that integrates musical instrument products with complementary digital experiences. Create global brand standards and retail packaging. Define and manage brand consistency for retailer-specific packaging of musical instruments for Walmart, Target and Toys"R"Us. Initiate and lead development of in-house creative guidelines to expedite production and delivery of packaging designs to meet aggressive international shipping schedules.

Catapult Thinking
Senior Designer

11.2006 — 6.2008

Collaborated on strategies for clients to define and differentiate their brands. Disassembled complex communication problems to simplify and articulate a clients product value to consumers. Managed branding and packaging campaigns simultaneously for multiple across industries from consumer electronics to high end pet food.

Minelli Inc.
Designer

06.2000 — 11.2006

Built powerful brand solutions for corporate and private institutions. Collaborated with clients such as the Museum of Science (Boston), Peabody Essex Museum, CitiStreet and Fidelity Investments to enable them to promote and communicate a clear vision of their core beliefs. Responsible for annual reports, print collateral, advertising campaigns, trade show exhibits and environmental graphics.

education

New England School of Art & Design
at Suffolk University, Boston, MA
Bachelor of Fine Arts, May 2000
Concentration in Graphic Design

awards/recognition

ReBrand Award 2007 • Museum of Science, Boston
ReBrand Award 2007 • Destination Salem

Rockport Publishing
30 Essential Typefaces for a Lifetime • Peabody Essex Museum
1000 Retail Graphics • Museum of Science, Boston
1000 Restaurant Bar and Cafe Graphics • Oxford Street Grill

proficiencies

Brand strategy, consumer packaging, identity development, trade show design, naming/nomenclature, photographic direction, client presentations, Adobe Creative Cloud, Keynote, Powerpoint, Microsoft Office, woodworking, snowboarding and working knowledge of parenting.