

# John Prowell

## Interactive Director / Designer

600 Buena Vista Drive  
Raymore, Missouri  
64083

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### *Objective*

Seeking a challenging position leading interactive projects and promoting brands online.

### *Summary*

A creative professional with over 15 years of experience in promoting corporate branding through print and interactive media. A proven team and project leader, with the ability to maintain client relationships, provide project strategies and concepts, integrate social networking and online marketing through a broad spectrum of applications utilizing the latest web and media technologies.

### *Skills*

- Extensive experience in managing web development and interactive production projects
- Knowledgeable in tactics to promote successful social media strategies
- Excellent graphic design, planning and execution skills
- Strong interpersonal and organization skills
- Able to manage multiple projects and deadlines in a fast paced environment
- Quickly familiarize with brand goals and integrate brand experience into designs
- Well versed in Illustrator, Photoshop, Dreamweaver, CSS, XHTML, JQuery
- Good working knowledge of Microsoft Office products, WordPress and Joomla!

### *Professional Experience*

#### ***User Experience Designer / Developer, UMB Bank***    *February 2011 to Present*

Design and implement web page templates using Stellent / Oracle CMS; Work with application developers styling custom in house applications that complies with corporate branding. Marketing liaison for web development team.

#### ***Director of Interactive Services, RiverKey Creative***    *January 2010 to February 2011*

Manage team of designers, web and technical developers both internal and external by providing detailed requirements and direction on projects. Work closely with clients and customers in developing project plans, specifications, requirements, and informational architecture. Implement project time lines, change

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requests, and impact analysis documents. Manage successful execution and implementation of project from concept to delivery.

### ***Senior Designer / Developer, Trabon Solutions***    *March 2004 – January 2010*

Produced a range of creative approaches for retail and corporate clients based on target audience/business needs while maintaining creative/brand continuity and quality. Developed and maintained SEO/SEM services, managed monthly analytics reports, maintained search rankings.

### ***Creative Consultant, Jump Interactive, LLC***    *November 2002 – March 2004*

Managed all phases of design projects for a wide range of clients requiring creative services in print and interactive media. Duties include web site design, web site maintenance, custom web graphics and layouts, flash intros, web programming, logo design, accessibility, testing and debugging, website promotion & marketing, managing client relations, sales, hiring and managing contractors and freelancers.

### ***Senior Designer, Discover The Outdoors***    *August 2000 – November 2002*

Established interactive department for a new startup company. Created a full spectrum of print and online corporate identity materials, including logo design, letterhead package, product verticals, postcards, and new website design. Worked directly with executive senior management in creation of all new company materials.

### ***Interactive Technical Director, Muller + Company***    *August 1999 – August 2000*

Managed interactive services team of designers and developers. Scheduled tasks including website development and design, managed client change requests, reviewed project deliverables, met with clients to collect requirements, establish timelines and deliverables.

## ***Professional Skills***

Photoshop | Illustrator | Dreamweaver | InDesign | WordPress | Joomla! | Photography|

Creative direction | Team building and mentorship | Website and interface design |  
Brainstorming and strategy | Brand building | Concept development | Social media |  
SEO/SEM

## ***Education***

Longview Community College  
Collins' College / Al Collin's School of Graphic Design, Tempe, AZ