

# CREATIVE DESIGNER AND MOTION GRAPHICS ARTIST

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My main area of interest neatly integrates with my role as a creative designer. I specialise in content creation, illustration, motion graphics and supporting marketing campaigns. I am experienced operating within corporate structures and as a freelancer (through Rowan Illustrations). I prioritise remaining updated on industry trends, adapting to software advancements, and optimising workflows to ensure customer, or other stakeholder satisfaction.

## SKILLS

Advanced in Adobe Creative Cloud with focus on Illustrator, After Effects, Photoshop and InDesign

Advanced in Procreate, Krita, Autodesk, Final Cut Pro and Microsoft Office

Merchandise and promotional content strategy and design

Concept art and design, Graphic art and Motion Graphics

Production design for animated and live action film

Painting proficiency in oils, acrylics and watercolours

Comfortable in multidisciplinary teams, adapting efficiently to varying stakeholder demands in fast paced environments

Experienced in B2B and B2C engagements

## EDUCATION

BA (Hons) Film Production 1st Class

University for the Creative Arts  
2017 - 2020

A levels | New Mills Sixth Form  
2016

English Literature	B
Media Studies	B
Fine Art (A2)	C
English Language (AS)	B
Extended Research Project	B

Grade 8 Classical Singing 2017

## WORK BACKGROUND

SOCIAL MEDIA CONTENT CREATOR - PROPAGANDA AGENCY LTD  
(January 2024 - September 2024)

- Produced graphic and video brand content for a large variety of clients utilising my comprehensive skillset in Adobe Creative Suite and Procreate.
- I have consistently produced a significant volume of high-quality short-form video content within very short time frames
- Achieved viewership and conversion based on stakeholder's targets - (see Calippo Burst)
- Extensive experience in shooting both polished user-generated content (UGC) and high-end branded content (see Suit Direct)

VIDEO AND ANIMATION ASSISTANT - LIFETIME FINANCIAL WELLBEING  
(September 2022 - November 2023)

- Responsible for creating engaging video content
- Proven track record of delivering high-quality videos within strict monthly deadlines.
- Created videos range from 1.5 to 5 minutes. All feature custom illustrations and animations, demonstrating my keen attention to detail, precision and accuracy in my work.
- Contributed to a curriculum of learning that was nominated for the Financial Educator of the Year (2023).
- Work effectively in a fast paced environment, consistently adapting to demands from various stakeholders e.g. management and clients. This has given me strong communication and time management skills.

SMALL BUSINESS OWNER, FREELANCE ILLUSTRATOR AND ANIMATOR FOR INDEPENDENT FILM - ROWAN ILLUSTRATIONS  
(September 2018 - Present)

### Illustration

- Producing commissioned art prints and bespoke merchandise according to client's direction.
- Developing and executing marketing strategies on Facebook, TikTok, and Instagram, generating half a million views on Tiktok over a cost-free campaign in 2021 on the 'Subtle Pride Flag' Series.
- Consistently creating engaging content for online campaigns.
- Designing, executing, and optimising pages on multiple platforms and developing a website with the aim of increasing brand visibility and awareness.
- Regularly capturing and analysing social media data, metrics, and insights.
- Implementing social analytics tools and SEO to inform decision-making.

## OTHER

Course Representative for Final Year Film Production students, UCA 2019 - 2020

Social Media Intern, New Mills School and Business College 2016

Deputy Head Girl, New Mills Sixth Form 2015 - 2016

## NOTABLE PROJECTS

BABABING SOCIAL MEDIA (2024)

SUIT DIRECT SOCIAL MEDIA (2024)

CALIPPO BURST SOCIAL MEDIA (2024)

SUNDAY MORNING  
SUNDAY EVENING  
2021-2022 | Dir: Euan Foulis  
Storyboard and Graphic Artist

A TALE AS OLD AS TIME  
2020 - 2021 | Dir: William McNally  
Production Designer

HANGNAIL  
2020 | Graphic Artist

WHAT A CIRCUS  
2019 | New Creatives funded by the BBC & Arts Council  
Set Designer

WHATEVER AFTER  
2018 | A Genre Media  
Production  
Set Designer

HOME GNOMES  
2019 - 2020 | Dir: Ekaterina Saiapina  
Production Designer

SPACEMAN HOME  
2018 - 2019 | Dir: Owen Barbet  
Production Designer

## Production Design

Notable work 'A Tale as old as time' (2021), 'Home Gnomes' (2020), 'Teapot Spaceship' (2020)

- Collaborated across departments with diverse viewpoints in order to establish a consistent house style and key themes.
- Coordinated the art department throughout productions
- Developed strong writing, editing (photo/video/text), presentation, and communication skills.
- Managed a micro budget to create full scenes without compromising on artistry or safety.
- Oversaw tasks for up to six department experts, including Art Directors, Puppeteers, Costume Hair and Make up.
- Responsible for backdrops and props.
- Created concepts and designs aligned with Director and Production Designer's vision.
- Utilised software tools such as Photoshop, Procreate, Sketchup, and Autodesk.
- Collaborated with a skilled team working in various media, including Acrylic, Oil, and Watercolor Paint.
- Produced final products within budget and tight timeframes.

## Graphic / Concept Art

Notable work 'Sunday Morning Sunday Evening' (2022), 'Worse than Monsters' (2021), 'Fluffy' (2020), 'Last Piece of the Puzzle' (2020) 'Tea Party' (2020).

- Concept Artist collaborating closely with the Director.
- Create concept illustrations, character bibles, and spatial concepts.
- In-depth research, fast-paced learning, and script analysis.
- Skilled in multitasking and maintaining composure under pressure.
- Proficient at working independently and in collaboration with others.

## MARKETING ASSISTANT - WORTH THE WEIGHT

(April - July 2022)

- Production and curation of marketing content including social media updates, email newsletters, and promotional materials. Creating basic graphics or visuals for marketing materials using Procreate and Canva.
- Collaborating with local radio stations and news outlets to cultivate complimentary promotional content featured on their platforms.
- Management and maintenance of social media accounts (Instagram and Facebook).
- Designed Email marketing campaigns for those signed up to our mailing list.
- Addressing customer inquiries or concerns related to marketing materials or promotions.
- Collection and analysis of data related to marketing campaigns and audience engagement to help make data-driven decisions to identify opportunities for improvement.

## KITCHEN ASSISTANT - THE PACKHORSE INN

(March - June 2017)

- Oversaw management and preparation of various culinary items, set up the kitchen for a high-volume of customers, contributed to the efficient use of resources by helping with inventory organisation and ensured that dishes were plated well and delivered to customers promptly.
- Maintained cleanliness and order in the kitchen by effectively washing dishes, utensils, and equipment in compliance with Health and Safety Regulations.