

Jovaughn Rowe

UI Designer; Honours Bachelor of Interaction Design

[Portfolio](#) | Brampton, ON | jovaughnrowe47@gmail.com

Profile of Qualifications

- UI Designer & Front-End Developer with five years of experience creating digital solutions for marketing websites, product UIs and vendor tools.
- Led design and front-end implementation of interactive product cards, an equipment filter system, and a single page equipment info dashboard.
- Translate business and marketing needs into wireframes, prototypes, and polished UIs that improved product discoverability and user clarity.
- Worked with business subject matter experts to clarify user requirements and identify new opportunities to boost efficiency.
- Skilled at transforming vague project goals into actionable design-driven solutions.

Education and Training

Honours Bachelor of Interaction Design	Sheridan College, Oakville, ON	2015 – 2019
Advanced Diploma, Visual and Creative Arts	Sheridan College, Oakville, ON	2012 – 2014

Work Experience

Marathon Equipment Inc | January 2020 – Present

Web/Digital Designer and Front-End Developer – Permanent Full-time

- Developed the “Learn More” page using PHP, MySQL, JavaScript, and jQuery to provide users with information on the individual machine models and their case studies.
- Helped the marketing and sales team expand the Marathon’s dealer network by consistently updating them on the seller information of Marathon Machines.
- Conceptualized, designed, and developed the interactive product card to enhance the accessibility and organization of information regarding each product. This increased the site’s user traffic and raised the volume of quote requests for Marathon’s machines. The result of higher sales shifted manufacturing plant workers from seasonal to full time.
- Collaborated with marketing team to conceptualize and design an advertisement campaign in Adobe XD and Adobe InDesign. Successfully gained new customer base and dealers from an onsite demonstration day, improved sales, and formed new networking opportunities that brought potential leads.
- Designed and published web banners, Instagram marketing posts, flyers, e-newsletters, and manuals using Adobe Illustrator, Adobe Photoshop, and Adobe XD. Improved professional standing among Marathon’s competitions.
- Analyze and solve results from web accessibility checkers such as Siteimprove and Google’s Lighthouse. Improved Marathon’s accessibility standing ensuring key Web Accessibility Guidelines (WAG) AA and AAA are met.

Blazing Design Agency | May 2018 – August 2018

Front-End Developer – Co-op program

- Used Adobe XD to design, prototype, and develop a mobile goal setting application. The interface was improved for multi-accessibility so the user could access it on either a desktop or mobile device.
- Developed a WordPress website that showcases the services being offered by an organization.
- Debug and resolved coding (HTML and JavaScript) issues.
- Used Dreamweaver to code multiple email templates for monthly newsletters and promos.

Skills and Expertise

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|----------------------|-----------------------|---------------------------|
| • Adobe XD | • Figma | • Illustrator |
| • Photoshop | • Adobe InDesign | • Adobe Creative Cloud |
| • Responsive Design | • Prototyping | • User Interface Design |
| • HTML5 & CSS3 | • jQuery & JavaScript | • Github |
| • PHP | • MySQL | • Next.js |
| • React.js | • Tailwind CSS | • Bootstrap Framework |
| • Visual Studio Code | • WordPress | • Accessibility Standards |