

TRED ROWLAND

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PROJECT MANAGER, CREATIVE

Solution-focused executive with extensive graphic design, production management, and creative vision development experience. Forges strong relationship with clients and creative partners to engineer concepts and design intent into existence. Demonstrated leadership in daily design functions of creative teams, ensuring seamless function of strategy and production management workflow. Acumen directing all aspects of projects, including design, engineering, material sourcing, and installation, organizes and aligns schedules for up to 10 different trades to complete turnkey projects.

Customer advocate and liaison, providing communications and support on all phases of projects, including planning, scheduling, and quality assurance. Proactively manage changes in project scope to minimize costs and ensure project profitability, reviewing and evaluating manufacturing activities, performances, and results. Excel optimizing plant schedules and material consumption affecting quality, safety, service, and productivity levels. Areas of Expertise:

2-D/3-D Design | Value Engineering | Metal Fabrication | CAD Drawings | LED Manufacturing |
Offshore Sourcing | Material Sourcing/Purchasing | Project Management | Client Development |
Creative/Strategic Selling | Retail Kiosk Fabrication | Storefront Development | Creative Direction | Estimating
and Budgeting | Quality Control

EXPERIENCE

DIGICO IMAGING/NUTIS VISUAL COMMUNICATION, INC., Columbus, OH

A market leader providing full-service print, point-of-purchase, and visual merchandising solutions, with 200 employees and operations in US and China.

Director of Project Management – Creative, August 2008-Present

Oversees all aspects of day-to-day operations. Assists in production related activities such as printing and mockups. Manages and supervises department heads for customer service, finishing, logistics/shipping and installation services.

- Supervises design team of 12 and direct installations on-site.
- Generates one-time project and long-term contract estimates.
- Audits large-scale projects to verify job profitability and expense control.
- Serves as liaison for high-end clients.
- Served as Project Manager on Victoria's Secret store concept. Translated current design intent to location in Vancouver, Canada designated as historical building, which prevented changes to existing glass façade. Selected printed fabric consisting of 2 layers, adding depth to design, with entire fabric lit from behind to illuminate façade (solution involved LED technology designed from the ground up). Oversaw installation.
- Developed innovative storefront design for Levi Strauss. Projected managed all aspect from concept to fabrication including installation. Program resulted in an account exceeding \$3M.
- As Lead Designer, guided team to develop complete, yet scalable storefront system/program for luxury retailer, approved for implementation worldwide. Composed design team that translated concept across fleet of stores. Worked with client, architects, and GCs on over 6 years of store remodels. Utilized unique materials, lighting, and printing, sourced, and tested to clear fire ratings. Developed custom hardware to support system.
- Managed rollout program following design and development of store concept, with 50-70 store remodels

over four years, with an estimated budget of \$45K - \$55K per store.

- Designed and developed including several flagship stores with budgets of \$200K - \$400K each.
- Served as key player in L Brand's expansion into UK, Middle East, and Mainland China. Served as facilitator and liaison between L Brands and Digico in Columbus, OH and GREENX, a Digico company.
- Submitted requests for quotes (RFQs) for numerous programs across several brands.
- Instrumental in helping to create products for niche markets/products from design concept through installation.
- Led company's transition to LED technology to complement printing capabilities.

Creative Director, June 1998-August 2008

Led creative department consisting of up to eight designers. Built client relationships by providing start-to-finish marketing solutions. Partnered with design agency and architect firms on graphics elements.

- Spearheaded expansion of design services, replacing role of standard advertising agencies, generating significant savings and value-added experience for clients.
- Paradigm shift allowed company to offer clients "one-stop" approach; increased customer loyalty, expanded client base, and added layer of invoicing.
- Researched and assisted in acquisition of digital printing equipment, including training on operations.

EDUCATION

Bachelor of Fine Arts (BFA), Advertising, Columbus College of Art and Design, Columbus, OH