



Rock Jackson

3594 Sanctuary Dr., Saint Cloud, FL

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Summary

Accomplished and innovative Creative Director with over 15 years of experience leading design, branding, and UX/UI initiatives across multiple industries, including immersive technologies, education, and publishing. Adept at guiding creative vision, and integrating cutting-edge technologies like AR/VR into user-centric design processes. Proven track record in driving impactful visual storytelling, optimizing design workflows, and mentoring diverse teams of designers to achieve high-quality outcomes. Expertise in creating intuitive, seamless experiences for mobile, AR, and VR products, with a focus on maximizing user engagement and operational efficiency. A strategic thinker and hands-on leader who thrives in dynamic, fast-paced environments, consistently delivering innovative solutions that align with both creative and business objectives.

Experience

Creative Director, Brand Development, UX/UI Design Lead

EolianVR

2016 – Present

Key Achievements:

- **Brand Development & Identity:** Spearheaded the conceptualization and execution of branding strategies for four product lines within Eolian's ecosystem, creating cohesive brand identities aligned with strategic goals and audience needs.
- **Creative Vision & Direction:** Defined the creative direction for mobile, AR, and VR products from initial concept to execution, ensuring consistency and impactful visual storytelling across multiple platforms.
- **Design Leadership:** Led the design process across all stages — ideation, prototyping, and final implementation — prioritizing user-centric design and seamless UX/UI for AR, VR, and mobile experiences.
- **Immersive Technologies Integration:** Integrated advanced AR/VR technology into design workflows, delivering innovative solutions for visualizing complex data in the defense and healthcare sectors.
- **UX/UI Expertise:** Developed and refined Eolian's unique approach to user experience and interface design, ensuring intuitive and efficient interactions that maximize operational effectiveness.
- **Team Development & Mentorship:** Mentored remote and freelance team members, fostering creative and technical growth through continuous feedback and leadership.
- **Process Optimization:** Streamlined creative processes and workflows, enhancing scalability and efficiency while maintaining high-quality design output in a fast-paced environment.

Director - Resident Curator

Kroma Miami

2015 – 2017

Key Responsibilities:

- Curated & scheduled annual exhibitions calendar including hosting the monthly events, coordinated exhibitions and sales staff, while leading resident artists.
- **Brand Management:** Maintained the visual identity for the gallery, including digital, social media, and print collateral to achieve attendance and sales goals.
- Fostered and maintained organizational relationships such as Perez Art Museum and David C. Driskell Center.



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Consulting Creative Director

Rocko Rocket
2010 – Present

Key Responsibilities:

- **Brand Creation & Development:** Created the visual identity for Rocko Rocket, including logos, color schemes, typography, and key assets for both digital and print, focusing on helping children set and achieve goals.
- **Merchandise Design:** Designed branded merchandise (apparel, educational tools) that reinforced the brand's core message of personal growth and goal-setting.
- **Content Strategy & Consulting:** Evolved into a consulting role, guiding content creation and overall product strategy to ensure the brand's values were effectively communicated across various media.
- **Stakeholder Collaboration:** Collaborated with marketing, product development, and education teams to ensure seamless integration of brand assets across multiple platforms.
- **Brand Adaptability:** Ensured the brand remained dynamic and adaptable, successfully navigating a rapidly changing market and inspiring future generations.

Founding Creative Director

Back\slash Magazine
2007 – 2010

Key Achievements:

- **Brand Creation & Development:** Developed the visual identity of the magazine, including the cover, article spreads, layouts, color palette, typography, and imagery to create a distinctive and engaging brand.
- **Team Development & Mentorship:** Managed and mentored creative teams of designers, photographers, and illustrators. Fostered a culture of professional growth through team-building and ongoing skill development.
- **Content Strategy:** Collaborated with editorial teams to ensure cohesive design and content that aligned with the magazine's vision. Managed budgets, deadlines, and workflows to ensure high-quality deliverables.
- **Stakeholder Collaboration:** Worked closely with copywriters, editors, and external stakeholders to maintain brand consistency and meet client requirements.

Instructional Creative Director

Conchita Magazine
2003 – 2019

Key Achievements:

- **Brand Creation & Development:** Developed the overall visual approach for the magazine, including layout design, typography, and imagery, ensuring the brand resonated with its audience.
- **Team Development & Instruction:** Taught design principles and software to middle school students, guiding their creative development and overseeing student design teams. Provided mentorship to ensure continuous improvement.

Education

Maryland Institute College of Art
Bachelor, Design and Applied Arts
1990 – 1994

Skills

Creative Direction, Branding & Identity UX/UI Design, User-Centered Design (UCD), Adobe Creative Suite, Figma, Miro Collaboration Platform, Blender, Design Leadership, Prototyping, AR/VR Design, Artistic Direction, Gallery Administration

Honors & awards

1st Place - Self Published Children's Book - Writer's Digest
2015