



Rock Jackson

305.873.4421



rock@rockjackson.com



Orlando, FL



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), Design Leadership, Prototyping, AR/VR Design, Artistic Direction, Gallery Administration, Adobe Creative Suite, Figma, Miro Collaboration Platform, Blender,

Honors & awards

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

Professional 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:

- Co-founder co-inventor of the patented the Eolian Simulation Platform (ESP)
- 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.

Executive 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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Experience

Consulting Creative Director

Rocko Rocket

2010 – 2022

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.