



Dirk Austin Rowe

Digital Product Designer

DESIGN SUMMARY

Multi-disciplinary designer, 14 years design practice, 10 years product focusing on Human Computer Interaction design for native OS, react native, web applications, and establishing to maintaining design ecosystems. Expertise spans from establishing startup businesses to scaled enterprises to B2B Saas. My intrinsic value revolves around empathetic views of people needs that can be served through business value propositions. Blending the two into a unified experience, testing hypothesis', iterating to discover stable logic into deploying insightful product solutions.

Current industry focus on AI Research in Language, Computer Vision. Previously designing true end-to-end IoT hardware experience, Financial Software, Automotive manufacturing, e-commerce, Media, Data analytics dashboards, and editor tools.

"Design has an impact that better fuses the connection between human interaction and technological advances. My intent is to seek understanding that aligns business objectives thru visionary approaches, mapping core values to well crafted thoughtful user experiences."

CURRENTLY @ META AI

Led design on high-impact AI research projects in Meta AI's CICERO, NLLB, Segment Anything, Protein, Neural Network training, DINO v2.

CICERO, interactive redesign of the game Diplomacy with fully responsive react native web approach. Milestone set to increase user base, establish interactive game play, and improve interaction behavior supporting competitive game play in apt to collect data to improve neural network performance milestones. Contributed end milestone of Publication in Science (co-authorship); Human-level play in the game of Diplomacy by combining language models with strategic reasoning.

NLLB, language translation model for low resource languages, foundational narrative and vision creation, helping inform future FOA product integration, Product centric UX research, partnering with UXR studies to uncover insights in Wikipedia integration, assisted launch team for public campaign, early adoption of Meta's re-brand and design system into NLLB Stories Demo. Large merge support into Seamless Communication, creating translation concepts for VR Horizon Worlds, speech translation app, and supporting research evaluation tooling.

Segment Anything, in-browser computer vision segmentation. Establishing narrative and visionary to launch public demonstration. Re-imagining segmentation in a guided user experience, integrating Meta brand into narrative alongside establishing UI patterns for demo, interaction design and animation - working closely with engineering partners to quickly iterate and conceptualize various depths of functionalities and react web.

PREVIOUS IMPACT @ PHYN

Accomplished in business alignment with user needs and user values in IoT Conversational ML with hardware enabled IoT smart home products. Scaling pilot program UX/UI/ Brand / Design System to CES launch with Commercial Production React Native App. Scaled to 9 products, enterprise systems. Supported vast partner distribution channels, producing product kits for Costco, Home Depot, Bestbuy, Amazon and Kohler. Worked tightly with software engineer and prod teams under AGILE/JIRA, as well as, Industrial Design, and mechanical engineers.

Achieved company objectives with design impact of 5 Star App Store Ratings, #1 Accuracy in Market, Best rated customer support, design ecosystem, and scaling retail distribution channels, honing business priorities throughout partnerships, social campaigns, and support all marketing efforts, created phyn.com produced highest e-commerce purchases and traffic.

AWARDS

Red Dot Design Award 2019, Green Product Award Selection 2019, IoT Award Innovation, CES 2018/2020 Innovations Award, Design Plus ISH, Gitex, Best of Products AN 2019, Apple Editor's Choice Award.

EDUCATION

Art Institute of Pittsburgh

BAS / Graphic Design, 2012.

GPA 3.4, Graphic Design Major focusing on fundamental design principles in web, print, advertising, with minors in art history, human psychology, and illustration.

Awards: Personal exhibitions fine art, featured in Alumni exhibitions visual design; Monotype/Microsoft

United States NAVY

Advanced Technical Institute, 08.

EE/Internal communications electronics tech. Building PCB systems, Diagnostics in integrated circuits, nano-fab, fiber optics.

ROLES

Product Designer *(Contract)*

Fundamental AI Research, Meta AI (Contract; TekSystems)
May 2021 to Current

Founder, Designer

Rowe Design Co
Aug 2008 to Current

Visual Design Lead

Phyn
Mar 2017 to May 2021

Senior Visual Designer

Total Merchant Services
Jun 2016 to Feb 2017

UI Designer & Brand Specialist

Weezlabs *(Distillery Software)*
Jan 2015 to Jun 2016

UX/UI Designer

Summa Technologies
Aug 2014 to Jan 2015

UX/UI Designer

Chopdawg Studios
Sep 2013 to Jul 2014

Junior Web Designer

DevBridge Group
Nov 2012 to May 2013

Web Designer

Med-fast Pharmacy & Affiliates
Mar 2012 to Nov 2012

Web Designer

Cintacs
Nov 2011 to Mar 2012