

Nathan Sarlow

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**Unquenchable
thirst for the right
solution. Loyal,
team player leading
teams from within
the trenches.**

Team Guidance | Mentoring,
Development & Oversight |
Goal-focused, Online Strategy w/
Gamification Tactics | User
Experience-based Design & Strategy |
Creative Concept | Ideation &
Brainstorming | Fortune 500

B2B & B2C Web Solutions | Creative
Strategy & Sales | Creative Design &
Front-end Development | Platform,
Product & Process Enhancements |
Marketing & Promotions

**NATHAN
SARLOW**

Experience

Principal Experience Designer

Feb 2024 - Current

ALLY FINANCIAL - AUTO DEALER

- Creative lead for new Ally dealer-space design system. Developed an application-first adaption of the standard Ally Design System.
- Creative & UX strategy for white label ex-rental platform including developing a solution to cut development time by 30% for an aggressive client timeline.
- Mentor for junior designers

Senior Experience Designer

Jan 2021 - Aug 2023

ROCKET MORTGAGE / ROCKET CENTRAL

- Project leading for creative team (UX, UI & Content) in strategy, planning, and design - from concept to launch for Rocket Rewards program.
- Involved with multi-collaborative user research team, multiple engineering teams, and stakeholders in 6 different departments - rewards program development .
- Launched rewards platform, on time and within budget, exceeded registration goals by more than 5X.
- Mentored several junior and senior designers over problem-solving strategies and career development.
- Initiated improvements with conversion lift of up to 6 to 15%+, resulting in over \$2M of incremental lead generation within months.

Creative Director

Jan 2008 - Dec 2020

MERKLE / HELLOWORLD / EPRIZE

- Managed team of seven designers and copywriters to develop rich, user-focused experiences for multi-channel programs.
- Facilitated brainstorming and user-based strategy research, developed concept creative and live program design for national programs.
- Supported the development of proposals for multi-million-dollar programs, monitored development of programs through QA and live testing.
- Portfolio included AT&T, Dunkin', Nathan's Famous, Altria, Mondelēz, General Mills, Nestlé, Lenovo, GameStop, Johnson & Johnson, Dr Pepper, and Sony.

Owner, Designer, Sales, Accounts, Cleaner

Jan 2000 - Present

COBALTCOW (freelance)

- Focused on branding solutions for small businesses.
- Websites and coding business, syndicate of developers developing online apps for sports clubs and non-profits.