SAMPLE CONTENT: THIS PERSON AND THESE COMPANIES ARE INVENTED.

Rowan Ellery

Designer and developer · Bellingham, WA · name@example.com

Designer and developer who builds calm, offline-first software for people who work outdoors. Runs Switchback Studio, a two-person practice making maps and field tools for outdoor brands and parks groups.

WORK

Switchback Studio, Founder and principal	2022 – Now
Cairn Maps, Senior product designer	2018 – 2022
Talus Works, Design engineer	2015 – 2018
Tidewater Outfitters, Front-end developer	2012 – 2015

SELECTED PROJECTS

Ridgeline: offline maps and trail reports for crews and rangers, used on 1,900 miles of trail.

Contour: print-ready topographic posters from any GPX track. Open source.

Darkroom Notes: a shot log for film photographers that works without a signal.

SPEAKING

Cascadia Design Summit, Seattle, WA (2026) · Front Range Web Conf, Denver, CO (2026) · Rose City UX Night, Portland, OR (2025) · Treasure Valley Design Week, Boise, ID (2025)

SKILLS

Interface and interaction design, map design, offline sync, TypeScript, HTML and CSS, accessibility, field research.