



Oscar Myre IV

< VISUAL DESIGNER > < MARKETING GEEK />

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SKILLS

- Strategy
- UX Design
- UI Design
- Graphic Identity
- Phototyping
- Metrics
- Adobe Creative Suite
- Sketch & InVision
- Web & Graphic Design
- Marketing
- Management
- Collaboration
- WordPress
- HTML / CSS / Bootstrap
- People Development
- Process Development
- Agile Project Management
- eMail & Social Marketing
- SEO, PPC, SEM
- </geek>

EDUCATION

Certified Scrum Master

Scrum Alliance
2016

Digital Analytics

Google Analytics Academy
2015

User Experience Certification

Udemy
2014

BA Graphic Design Production

Western Washington University
1997

OBJECTIVE

Creative marketing professional with skills that span UX / UI design, web development, branding and strategy is seeking a challenging position with an innovative organization to improve user experience, reinforce brand, engage current & capture new customers.

EXPERIENCE

Senior Visual Designer **Allied Telesis** 2017-Present

Hired by AIM consulting to for a short term creative design and UX contract.

- Designed responsive bootstrap web design and navigation
- Designed a brochures, advertisements, and trade show graphics
- Designed and Drupal Blog templates and landing pages
- Created marketing request processes
- Worked with local and international stakeholders and team members

Lead Front End Designer / Developer **RAM Mounts** 2015-2017

Managing Web Developer for multi-million dollar eCommerce site. Responsible for design and development of the new mobile optimized site and transformed the way customers learned about and purchased products online.

- Developed strategic web marketing plans
- Improved conversion rate by over 33% and online revenue by 18%
- Designed microsites for companies including Uber and HoneyWell
- Integrated Salesforce for lead capture
- Collaborated with sales and marketing team to create industry landing pages
- Facilitated setup of Amazon Web Services (AWS) S3 file share for dealers
- Managed web team
- Created new processes for agile development QA, support, warranty & ticketing
- Certified Scrum Master and Product Owner

Designer & Marketing Consultant **omOriginals Marketing** 1998-2015

Owned and operated a marketing firm that specialized on digital marketing for a large variety of businesses, non-profits and municipalities in Washington.

- Designed, developed & maintained 100s of websites
- Delivered graphic design and creative direction
- SEM, PPC, SEO, social media and opt-in eMail
- Delivered marketing consultation and implementation
- Setup and trained clients with Google Analytic
- Created and managed customer loyalty programs
- Trained of 100s of webmasters on various CMS platforms
- Presented web, marketing & social media workshops
- Accused of being refreshingly different ~:-)

Designer / Developer **Valley Bugler Newspaper** 2006-present

Co-published a community newspaper. Currently responsible for website & cover.

- Designed ads and managed local and remote design team