



Oscar Myre IV

< VISUAL DESIGNER > < MARKETING GEEK />

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SKILLS

- Strategy
- UX Design
- UI Design
- Graphic Identity
- Prototyping
- 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

UX / UI Designer

World Vision

2018-2020

Member of the Digital Experience Team dedicated to delighting the donor.

- Designed experiences for web, text and mobile apps.
- Helped design and launch #chosen
- Worked closely with UX Director
- Produced webpages using WordPress
- Developed procedures for design asset optimization and archiving

Senior Visual Designer

Allied Telesis

2017-2018

Hired by AIM consulting for a 3-month creative design and UX contract on their global MarCom Team. It extended for over 1 year.

- Designed responsive bootstrap web design and navigation
- Designed brochures, advertisements, and trade show graphics
- Designed WordPress, Drupal and landing page templates
- Integrated Salesforce portal
- 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
- Collaborated with sales and marketing team to create industry landing pages
- Managed web team
- Created new processes for agile development QA, support, warranty & ticketing

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
- Delivered marketing consultation and implementation
- Trained of 100s of webmasters on various CMS platforms
- Presented web, marketing & social media workshops
- Accused of being refreshingly different ~:-)