Oscar Myre IV

< USER EXPERIENCE DESIGNER > < ADVOCATE />

@ oscar@omOriginals.com

📱 425.336.4404

in linkedin.com/in/oscarmyre4

SKILLS

- UX Design
- UI Design
- Data Driven Design
- Product Design
- User Testing
- People Development
- Process Development
- Agile Project Management
- Training / Education
- Prototyping
- Figma
- Adobe Creative Suite
- Web & Graphic Design
- Marketing
- Management
- Collaboration
- WordPress
- 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 user experience advocate with skills that span UX / UI design and team leadership, is seeking an opportunity to lead a team of UX professionals and to educate the organization on the value of user centered design while improving user experience, reinforcing brand, engaging current donors & capturing new donors.

EXPERIENCE

UX / UI Designer   **WorldVision, Inc.**   2018-present
Large multinational non-profit with over $1B in annual revenues
- Designed end-to-end digital resource hub. Generating a 48% new user conversion rate on launch.
- Lead designer on evidence edge, a data visualization tool for foundations targeting an expected yield of $30M in grants in first year.
- Lead designer on funnel maximization, a lead generation tool for church partnerships, forecasting a substantial increase brand familiarity and favorability, in turn creating qualified Pastor and Church Leader leads for sales team.

Sr. UX Consultant   **AIM Consulting**   2017-2018
Large consulting firm focused on advising c-suites of multinational organizations
- Lead complex crm integration across multiple technology systems in several continents increasing sales velocity by approx. by 20%.
- Increased client satisfaction managing complex international stakeholder relationships.
- Substantially decreased product deployment time by standardizing Jr. designer education documentation and processes.

UX Manager   **National Products Inc**.   2015-2017
Large US based digital device accessory manufacturer sold directly to businesses and consumers through e-commerce and distributors
- Decreased online checkout cart abandonment by 33%, and increased e-commerce revenue by 18% in less than 12 months
- Standardized user interface elements and formalized processes for UX team substantially decreasing help desk support tickets
- Lead cross channel communication and partner distribution stakeholder management

UX Designer & Manager   **omOriginals Marketing**   1998-2015
Boutique US based marketing agency
- Designed, developed & maintained 100s of websites
- Delivered graphic design and creative direction
- Delivered marketing consultation and implementation
- Trained 100s of webmasters on various CMS platforms
- Presented web, marketing & social media workshops
- Accused of being refreshingly different ~:-)