

# IAN OBERMULLER

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## EXPERIENCE

### ALGAE CAL • Senior Designer • Jan. 2017 – Feb. 2020

- Worked alongside marketers, developers, & videographers to promote AlgaeCal's clinically-proven natural health products as the company tripled in size.
- Redesigned the main website and sales pages for visual appeal and usability.
- Created a more intuitive user experience for the checkout process, resetting lost passwords, and saving customer account information.
- Refreshed branding for a cleaner, consistent style.
- Designed animated graphics to bring online video presentations to life.
- Created icons, illustrations, and selected stock photography for blog articles.
- Developed front-end code for blog pages, banner ads, and forms.
- Designed printed marketing materials and newsletters.

### THE SEATTLE TIMES • Rich Media Designer • Sep. 2011 – Dec. 2016

- Created rich media advertising including animated, interactive and video content, web pages, responsive marketing email, contest apps and more.
- Worked with the Art Director, Sales, and other team members to produce excellent creative solutions for a wide range of clients.
- Troubleshoot display and interaction issues with advertising production. Ensured that work output adhered to both design and technical standards.
- Developed an improved server-to-client file display system by combining several separate processes into a fast, single workflow.
- Designed and developed new email marketing templates to include responsive functionality and updated brand standards.
- Worked with team members to collaborate on the redesign of the Seattle Times Company website.

### FREELANCE • Graphics, Motion, & Sound Design • Aug. 2008 – Present

- Worked on a broad range of design and multi-media contract projects with companies like Superbig, Zumobi, Mixpo, Fantasy Moguls, Killer Infographics, and Stripes 39, as well as independent freelance work. Clients included Ford, Lexus, MSNBC, Kohler, REI, and CBS Sports.
- Managed multiple projects under tight deadlines. Wrote creative briefs and presented work to clients and other stakeholders.

## EDUCATION

SCHOOL OF VISUAL CONCEPTS • Certificate, UX Design, 2018

SEATTLE CENTRAL CREATIVE ACADEMY • AAS, Graphic Design, 2010

## SKILLS

Visual Design & UI  
User Experience / UX  
Motion Graphics & Animation  
Video & Audio Production  
Prototyping and Testing  
Mobile / Responsive  
Branding & Identity  
Concept Development  
HTML5, CSS3, SCSS  
Basic JavaScript & jQuery

## SOFTWARE

Sketch, Figma  
After Effects  
Photoshop  
Illustrator  
Flash / Animate  
Premiere  
InDesign  
Axure RP, Invision