



Anna Oberkircher

VISUAL DESIGNER

DURHAM, NC

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EXPERIENCE

Design Team Lead, OOMDO LLC

Remote • January 2025 - Present

- Lead and mentor a team of designers, overseeing project workflows and ensuring delivery of high-quality digital, web, and print design assets aligned with client goals and brand standards.
- Serve as the primary point of contact between the design team and cross-functional departments (e.g., development, marketing, account managers), streamlining communication and project handoffs.
- Implement design team processes and standards, including creative reviews, constructive feedback loops, and performance development, fostering a culture of growth and collaboration.
- Provide strategic creative direction on key client projects, focusing on user-centered design solutions that improve usability, engagement, and business outcomes.
- Manage resource allocation, timelines, and prioritization across multiple projects, improving project efficiency and team productivity.
- Plus everything written under "Visual Designer"

Visual Designer, OOMDO LLC

Albany, NY • February 2019 - December 2024

- Implemented the development and execution of the company's first formal design process for website projects, using a user-centered approach which helped in creating enhanced user experience and increased project efficiency.
- Collaborate with cross-functional teams, interpreting client needs and business objectives to develop innovative visual solutions, integrating feedback to enhance design quality and achieving an increase in client satisfaction.
- Develop digital and print designs for clients, ensuring alignment with brand identity and marketing objectives.
- Execute user-centered design methodologies, including wireframing, prototyping, and usability testing, to validate design concepts and optimize user interactions, resulting in an increase of 40% user satisfaction and retention.
- Design and produce a wide range of digital assets for 50+ automotive dealerships and 60+ local businesses, these assets include various formats such as social media graphics, print material, Google ads, and elements for websites.

Graphic Designer, Afirm's Sports

Albany, NY • July 2017 - January 2019

- Designed websites, marketing collateral, and brand assets, contributing to a 40%+ boost in user engagement and community participation.
- Delivered projects for new facility launches and sporting events under tight deadlines, balancing creativity with business objectives.

Design Freelancer, Anna O Designs

- Directed the visual design strategy for Aevitas Fitness, a local CrossFit Gym, involving logo redesign, curated social media content, and exclusive event apparel creations, resulting in a 60% increase with community engagement.
- Proficient in creating visually stunning and user-friendly websites using Squarespace, Wix, or WordPress platforms, leveraging expertise in HTML and CSS to customize layouts, styles, and interactive elements.
- Developed custom logos, branding materials, and style guides tailored to each client's unique needs and target audience, ensuring consistency across all touchpoints and channels.

SKILLS

- **Leadership & Collaboration:**

- Design Team Leadership
- Creative Direction
- Cross-Functional Collaboration

- Project Management
- Mentorship & Coaching
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- **Design & Strategy:**

- User Interface Design (UI)
- User Experience Design (UX)
- User-Centered Design
- Wireframing & Prototyping

- User Research, Accessibility Standards
- Responsive Design
- Digital Design (Social Media /Web/Display Ads)
- Branding & Print

- **Technical:**

- Adobe Creative Cloud (Photoshop, Illustrator, XD, InDesign)
- Figma
- HTML, CSS, JavaScript

EDUCATION

SUNY Polytechnic Institute, Utica NY

Bachelor of Science, September 2014 - December 2017

- Major in Communications and Information Design
- Minor in Marketing

CONNECT

- Website
annaodesigns.com
- LinkedIn
[linkedin.com/in/annaobe1](https://www.linkedin.com/in/annaobe1)