

Anna Oberkircher

VISUAL DESIGNER

DURHAM, NC

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annaodesigns.com

EXPERIENCE

- **Lead Visual Designer, OOMDO LLC**

Remote | January 2025 – Present

- Lead and mentor a team of designers, overseeing project workflows and ensuring delivery of high-quality digital and web 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.

- **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 by 50%.
- Collaborate with cross-functional teams, interpreting client needs and business objectives to develop innovative visual solutions, integrating feedback to enhance design quality and achieving a 30% increase in client satisfaction metrics.
- Develop mock-ups and conceptualized designs for client websites, 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 a broad range of formats such as social media graphics, print material, Google ads, and elements for websites.

- **Graphic Designer, Afrim's Sport**

Albany, NY | February 2019 – December 2024

- 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.

- **Freelance Work**

- 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

- **Tools & Technical Skills**
 - Figma
 - Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, Lightroom)
 - HTML
 - CSS
 - Javascript
- **Design & Strategy**
 - User Interface Design (UI)
 - User Experience Design (UX)
 - User Research, Accessibility Standards
 - Wireframing & Prototyping
 - Responsive Design
 - Design Systems
 - Branding and Logo Design
 - Print Design
- **Leadership & Collaboration:**
 - Design Team Leadership
 - Creative Direction)
 - Cross-Functional Collaboration
 - Project Management
 - Mentorship & Coaching

EDUCATION

- **SUNY Polytechnic Institute, Utica NY**
Bachelor of Science, September 2014 - December 2017
 - **Major:** Communications and Information Design
 - **Minor:** Marketing

CONNECT

- **Website**
annaodesigns.com
- **LinkedIn**
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