



# Anna Oberkircher

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## EXPERIENCE

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### OOMDO LLC | A Digital Marketing Agency

Visual Designer, Remote

February 2021 - Present

- 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%.
- Collaborated 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.
- Developed mock-ups and conceptualized designs for client websites, ensuring alignment with brand identity and marketing objectives.
- Executed 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.

Graphic Designer, Albany, New York

February 2019 - January 2021

- Designed and produced a wide range of digital assets for 50+ automotive dealerships and more than 60 local businesses, these assets include a broad range of formats such as social media graphics, print material, Google ads, and elements for websites.

### Afrim's Sports LLC | Local Sports Facility

Graphic Designer, Albany, New York

July 2017 – January 2019

- Created landing pages, and conducted maintenance for Alleycat's Soccer Club and Afrim's Sports websites achieving a 40% increase in user engagement and a 25% reduction in bounce rates.
- Conceptualized and composed brand logos for the new opening of Afrim's Sports Park and food court Tavern on The Turf.
- Operated 10+ design projects simultaneously, prioritizing tasks and meeting tight deadlines while maintaining a high standard of quality and creativity.
- Designed visually striking promotional materials, including posters, flyers, banners, and apparel to promote sporting events, tournaments, and facility amenities, resulting in increased attendance and community engagement.
- Conducted photo shoots of 15+ soccer tournaments and practices, and curated image libraries for future promotional materials and digital content.

### Freelancing

Visual Designer, Remote

September 2015 – Present

- 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.
- Stream-lined end-to-end website design projects, starting with initial ideation and sketching, to Figma journey maps, wireframes, and prototypes, to final production and delivery, while 100% adhering to the timeline and budget constraints.
- 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

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- **Expertise:** User Interface Design (UI), User Experience Design (UX), Wireframing & Prototyping, User Research, Accessibility Standards, Responsive Design, Client Engagement, Interaction Design, User-Centered Design, Web & Graphic Design.
- **Technical:** Adobe Creative Cloud (Photoshop, Illustrator, XD, InDesign), Figma, HTML, CSS, Microsoft,

## EDUCATION

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### SUNY Polytechnic Institute

Bachelor of Science

September 2014 – December 2017

- Major in Communications and Information Design
- Minor in Marketing