



Anna Oberkircher

Raleigh, NC | (716) 418-4637 | Oberkircher.a@gmail.com
www.Linkedin.com/in/AnnaObe1 | **Portfolio:** www.AnnaODesigns.com

EXPERIENCE

OOMDO LLC | A Digital Marketing Agency

Design Team Lead, 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.

Senior Visual Designer - Albany, NY (Remote)

February 2021 - 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%.
- 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, NY (In-Office)

February 2019 - January 2021

- Designed and produced 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.

Afrim's Sports LLC | Local Sports Facility

Graphic Designer, 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.

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

- **Leadership & Collaboration:**

- Design Team Leadership
- Creative Direction
- Cross-Functional Collaboration
- Project Management
- Mentorship & Coaching
- Agile Workflow

- **Design & Strategy:**

- User Interface Design (UI)
- User Experience Design (UX)
- Interaction Design
- User-Centered Design
- Wireframing & Prototyping
- User Research, Accessibility Standards
- Responsive Design
- Design Systems
- Branding

- **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