

# JOHN E. OSSWALD

## WEB & GRAPHIC DESIGNER

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### Graphic Design | Web Design | Project Management | Marketing

#### **PROFESSIONAL SUMMARY**

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Designer, web developer, project manager, and problem solver with a wide range of technical skills and over 10 years' experience crafting marketing assets for both digital and print campaigns. Using market research, UX skills, and web design knowledge I collaborate directly with key stakeholders to create marketing materials and collateral utilizing my graphic design, photography, digital illustration, technical writing, video and audio editing expertise.

#### **EXPERIENCE**

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##### **Senior Graphic Designer and Media Buyer** April 2018 – Present

Great Falls Clinic and Hospital, Great Falls, MT

- Created and managed an in-house design department, developing high quality marketing collateral for 3 different brands, with multiple sub-brands, including ad scheduling and budgeting
- Designed and made most of the organizations marketing materials and ads, managing scope of work, and coordinating content deadlines and deliverables with 100% on time delivery
- Researched and bought media space on multiple platforms, including keyword, competitor and analytics research, analyzing user experience (UX), ad performance and audience targeting
- Developed dynamic targeted landing pages and display ads for multiple search engine marketing (SEM) campaigns that gained 2 to 3 times the national average click-through rate (CTR)
- Designed and maintained 2 user friendly websites, including optimized recruitment pages, resulting in a 25% increase in user clicks and subsequently 30% more applications.
- Trained junior designers and colleagues in internal website functions including the steps on how to make minor updates / changes independently
- Achieved consensus and positive outcomes, collaborating directly with multiple project stakeholders during initial sales meetings, through development, completion, and support

##### **Project Manager** December 2016 – April 2018

Hotel Arvon & Celtic Cowboy Restaurant, Great Falls, MT

- Created and implemented an extensive web-based project management database and repair and preventative maintenance scheduling system for all building equipment
- Developed and maintained an internal communications system for managing employees of a hotel with a commercial restaurant kitchen, and wrote employee training and safety manuals

### **Web Developer, Designer & Owner** April 2010 – October 2016

Pixel Lab Web Design, Portland, OR and Great Falls, MT

- Owned and operated a boutique web development and marketing agency providing web design, front-end web development, marketing content creation, graphic design, photography, illustration, and technical writing.
- Utilized a comprehensive understanding of web information architecture and user experience (UX) best practices creating dynamic websites for businesses
- Web design and development including e-commerce experience, using proficiency in HTML, CSS, JavaScript, PHP and an understanding of mobile first responsive site design and search engine optimization (SEO)
- Photo editing, compositing, and image optimization with expertise in Adobe Photoshop, InDesign, and Illustrator.

### **Special Projects Manager** May 2008 – April 2010

Architectural Reproductions, Portland, OR

- Managed special projects within the company and developed process improvement, quality control and employee training materials
- Facilitated interactions between management and the design, production and finishing departments, resolving communication problems between managers and employees.

## ***EDUCATION***

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University of Oregon, **BS – Digital Art Major – 2008**

Toledo Museum of Art School of Design, **Design and Fine Art foundation**

## ***SKILLS***

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Professional & Business Skills

- **Strong written communication** skills for creative briefs, sales proposals and contracts
- **Critical thinking problem solver** with the ability to listen, delegate, and give constructive feedback
- **Experience working in a 100% remote work environment** through MS Teams, Google Workspace, Zoom, Trello

- **Self-directed Project Manager** with time management experience on very large and small projects of both short and long-term time frames
- **Adaptable** and able to learn new software and procedures swiftly
- **Strong work ethic** with consistent high-quality work, focused attention to details and commitment to deadlines

## Technical Skills & Software Proficiency

### **Graphic Design, Layout, Typography, and Illustration**

- Adobe InDesign
- Adobe Illustrator
- Inkscape
- Font Forge

### **Photo Editing and Compositing**

- Adobe Photoshop

### **Web Design & Development, User Experience (UX)**

- Hand Coding, HTML, CSS, JavaScript
- WordPress CMS, Custom Templates
- Responsive Site Design
- Search Engine Optimization (SEO)
- LAMP Stack Development
- FTP, PHP, MySQL, cPanel

### **Video and Audio Editing**

- Adobe Premiere Pro
- Adobe Media Encoder
- Audacity
- Pro Tools
- Soundtrap
- Ardour

### **Office Communication**

- Microsoft Office: Microsoft Outlook, Microsoft Word, Microsoft Excel, Microsoft PowerPoint
- Microsoft Teams
- Google Workspace
- Zoom
- Trello