



MICHAEL OBERLE

INTERACTIVE ART DIRECTOR

OBJECTIVE

Secure a position to create new worlds, from the precise and compact, to the broad and far-reaching, new ways of seeing and new ways of communicating. I want to advance the way we think, beyond the status quo. I want to uphold elements of craft and design while producing solid work within compact timelines. I want to lead others to see more, think more, make more and to be excited about what they can do.

WORK HISTORY & SELECTED ACCOMPLISHMENTS

Senior Interactive Designer, Micromass Communications, Cary, NC, 2009–2010

Clients: Shire, Auxilium, Novartis, Quintiles, Merck & Co., Akrimax and GlaxoSmithKline.

- Educated client team members in Internet Architecture methods while following aggressive timeline to take legal-heavy website from concept, through sitemap, wireframes, design, legal review and to development in a month and a half.
- Asked to join internal Marketing Task Force for advancing social media and web awareness of by COO.

Art Director / Senior Designer, Learning Worlds, NYC, 2002–2009;

Clients: Epson, SAP, Sun, Microsoft, LexisNexis, Church & Dwight, Commerce Bank.

- Consulted on user interface for SAP's new online software release.
- Developed product design recommendations for global electronics company looking for untapped markets and new socially conscious devices.
- Oversaw the localization (translation) of a software demo containing five 11 minute videos into nine different languages with synced actions to each language, ultimately streamlining the work flow, job breakup and coding for all future multi-language software projects.

Freelance Graphic Designer / Illustration / Photoshop / Flash, NYC, 1999–2009;

Clients: Regan Campbell Ward, Grey Healthcare, Alliance.

- Juggled short, long, simple and complex graphic design project deadlines while maintaining full-time job and freelance theatrical design career.

Database Design / Administrative Assistant, Showtime Networks PR Department, NYC, 2000-2002.

- Created a custom event database based on internal needs to track dignitaries, talent and personalities to premiere events for Showtime Networks.

Graphic Designer / Package Designer, "Les Costume et Les Troupe", 1999

- Book of 25,000 hand-rendered costumes for the Fete des Vignerons, a Swiss Wine Festival.

Computer / Print Consultant, TDS (Theatrical Design Group), NYC, 1999-2001.

Media Manager / Photo Editor, The Stock Market Photo Agency, NYC, 1997.

Principle, MSO Theatrical Costume & Set Design, 1993–2007.

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⦿ SKILLS & QUALIFICATIONS

Design: Concentration on interactive design; user experience, user interface and new product development for web experiences and Flash-based applications. Adept at interpreting 2D print-focused brand guides into interactive, web and motion experiences. Social media strategist. Over seven years of producing cross browser compliant multi-media websites, interactive web applications, animations, banner ads, promos and demos, while managing creative teams, timelines and budgets.

Experienced in storyboarding for animation and video. Proven market research, product development and strategic thinking. Extensive graphic art experience; layout, quality control and digital processing of graphics for newsletters, illustrated books, package design, wine labels, logos, icons and company reports.

Software Expertise: Superior Mac OS & PC proficiency, cross browser compliancy, Actionsript (AS2, AS3), Javascript, Adobe CS3 & CS4 suite (Flash, Photoshop, Illustrator, Dreamweaver, InDesign, Acrobat, Premiere, Soundbooth, Media Encoder), CSS, HTML, XHTML, XML, WebDev, Firebug, various AS code libraries, QuarkXPress, Swift 3D, Painter, Canvas, Access, Filemaker Pro, SketchUp and MS Office Suite as well as a variety of CMS's; Drupal, Wordpress, Ning, Wikipedia, CMSimple, etc.

Proficiency: Search Engine Optimization (SEO), jQuery, Flex, Adobe AIR, Pearl, Ajax, PHP, MySQL, AfterEffects, Final Cut Pro, CAD, MAX, 3D modeling, Poser and various sound editing software.

Training: Extensive background in graphic design and art; 20 years of drawing experience, classes in Advanced Flash Actionsript, computer graphics, photography, painting, graphic design, illustration, scenic painting, sculpture, costume and scenic design, anatomy and color theory.

Client Relations: Ten years' experience developing creative and evocative working relationships with wide range of individuals in large and small corporations, as well as creative / artistic environments.

Strengths & Characteristics: Creative problem solver, with an exceptional grasp of current styles and trends. Dynamic team builder, creative leap inciter, conceptual thinker, bubbly ideation whip-master. Mobile application, augmented reality and social media enthusiast.

Additional Skills: Creating multimedia PDF's, social media integration, new product development, projection environment design, trade show / exhibit display, corporate event design, concept art, mechanical / structural / scenic drafting, blueprinting, photography, prop design and construction, scenic design, painting, and construction, theatrical costume design and construction.

⦿ EDUCATION

Advanced Flash Actionsript, School of Visual Arts, NYC

Master of Fine Arts in Design, Yale School of Drama, New Haven, CT

Bachelor of Fine Arts, Washington University, St. Louis, MO

⦿ WORK SAMPLES

www.MichaelOberle.com