



# MICHAEL OBERLE Interactive Design

## WORK HISTORY & SELECTED ACCOMPLISHMENTS

### **Contract Designer / Developer, LDSG Dept., Cisco Systems, RTP, NC , Present;**

**Tools:** Flash, Adobe Creative Suite 5, ActionScript 3, Tortoise CVS

- Developed user interface and information design for training modules. Working with team project managers and script writers to produce interactive multimedia modules from given scripts and outlines and then integrate into a learning management system (LMS) for technology leader's international sales force.

### **Contract UX / UI Specialist, Ignite Social Media, Cary, NC , 2010;**

**Clients:** Microsoft, Bing, Nike Running, Nature Made and The Body Shop

**Tools:** Axure RP Pro, Transmit, Firebug, Flash, AS3 & AS2, Photoshop, Illustrator

- Developed wireframes and prototypes for major brand micro-sites and campaign pages based on short cycle measurable social media KPI's. Produced trackable social network flash-based widgets that generated traffic back to major brand sites.

### **Senior Interactive Designer, Micromass Communications, Cary, NC, 2009–2010;**

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

**Tools:** Visio, OmniGraffle, Adobe Master Suite CS4, Flash, AS2 & AS3, Javascript, Adobe Acrobat, Greensock, Soundbooth, FinalCut, AfterEffects, Google Analytics and Omniture.

- 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, creating SEO keyword guidelines for internal & client work.

### **Interactive Lead, Learning Worlds, NYC, 2002–2009;**

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

**Tools:** Visio, Adobe CS3, Flash, AS2, XHTML, CSS, Javascript, JQuery, Dreamweaver, Swift3D, Powerpoint, Articulate, Drupal, Wordpress, MediaWiki, NING, Poser, SketchUp, 3D Max, Crazytalk, CoolEdit, VLC, Open Office & FreeMind.

- Consulted on user interface for SAP's new online software release.
- Created user personas, use case scenarios and wireframes for major insurance agency's revitalization and new product development campaign.
- Developed UI & 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.
- Created the concept, wireframe, user experience and collateral pieces for flexible automobile industry sales tool with an open number of partners and collateral.

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

**Clients:** Regan Campbell Ward, Grey Healthcare, Alliance.

**Tools:** Adobe CS3, Flash, AS2 & 3, Javascript, Adobe Acrobat, Powerpoint, Sketchup, Poser, CMSimple, CSS, PHP, HTML, CSS, Dreamweaver,

- 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.**

**Tools:** Photoshop, Access, Powerpoint, Excel, Word

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

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

**Tools:** Photoshop, Illustrator, Quark, Acrobat

- 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.**

**Tools:** Photoshop, Illustrator, Quark, Acrobat

**Principle, MSO Theatrical Costume & Set Design, 1993-2007.**

**Tools:** Photoshop, Illustrator, Painter, Excell, Word, Acrobat

## ⦿ SKILLS & QUALIFICATIONS

**Focus:** Concentration on user experience, user interface and new product development for intuitive web experiences and interactive applications. Adept at interpreting brand guides and KPI's into wireframes, prototypes, site maps, user interfaces, navigation, user personas and scenarios. Over eight years of producing cross browser compliant interactive web applications, multi-media promos and demos, websites, animations and banner ads, while managing design and development teams, timelines and budgets. Proven market research, product development and strategic thinking. Extensive graphic art experience. Experienced in storyboarding for animation and video. Proven brainstorming leader.

**Software Expertise:** Superior Mac OS & PC proficiency, cross browser compliancy, Axure, Actionscript (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:** Wireframing, Prototyping, user scenario creation, Agile development, 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. Google Analytics, Gigya and Omniture tracking.

**Training:** Extensive background in graphic design and art; 20 years of drawing experience, education in Advanced Flash Actionscript, 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 and augmented 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 Actionscript, 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](http://www.MichaelOberle.com)