

David O'Brien

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WORK HISTORY

UI/UX Designer | Freelance

April 2020 - Present

- Worked with multiple sets of clients to address their digital product needs by focusing on UI & UX
- Lead the full redesign, user experience, development in Webflow, and launch of USA Dodgeball's website
- Redesigned Las Trampas' website with Birdcall Interactive to be a more modern, easy-to-navigate user interface
- Created The Cup & The Cork's app prototype to organize their coffee and wine podcasts and video content
- Revamped web interfaces and scheduling layouts for Batting Lineup via HTML and CSS

Web Designer & Developer | DJ0 Threads | Beverly Hills, CA

July 2021 - August 2021

- Designed and developed a mobile app for staff to edit customer profiles, manage queues, send messages, scan QR codes, and invite new members.
- Built the website homepage in Webflow and the web store in Shopify.
- Collaborated with backend developers and visual artists to create custom intake forms for new customers.

Freelance Graphic Designer | Unity Sourcing & Roasting | Los Angeles, CA

December 2020 - Present

- Redesigned Unity's website in Squarespace for a better user experience related to online ordering
- Generated social media marketing materials, ranging from capturing and editing photos to creating graphics

Graphic Designer | BQE Software | Torrance, CA

March 2021 - June 2021

- Designed multiple sign-in pages for the dashboard of the CORE project management program with the development team
- Created digital banner advertisements, email newsletters, website assets, eBooks, infographics, magazine print ads, and materials for trade shows to help promote BQE and drive conversions
- Collaborated with sales, marketing, human resources, and management to create engaging designs for internal teams and potential customers

Senior Graphic and Web Designer | VersaProducts, Inc. | Los Angeles, CA

October 2016 - April 2020

- Developed creative materials for marketing packages, including print, social media, web, and Google ads
- Worked closely with the marketing team to ideate and execute on-brand and on-strategy creative projects
- Prepared and released production-ready assets and ensured that all specs matched required formats
- Resized artwork, color corrected, and retouched product imagery for different media platforms
- Designed and coded landing page and email layouts using HTML/CSS coding best practices

SKILLS

- **Prototyping Software:** Adobe XD, Figma
- **Development:** Webflow, Shopify, HTML5, CSS3, SASS, Flexbox, CSS Grid, React, Google Web Designer
- **Design Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- **Creative:** User Interface Design, User Experience (UX), Typography, Graphic Design, Layout, Photo Editing
- **People:** Collaboration, Project Management, Adaptability, Problem Solving

EDUCATION

Bachelor of Science | Game Art & Design

The Art Institute of California - Orange County, Santa Ana, California