

OLIVER ROKOFF

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SENIOR MOTION DESIGNER | DIGITAL DESIGNER | CREATIVE PRODUCTION

SUMMARY

Senior Motion Designer with 15+ years of experience creating performance-driven creative for global brands and agencies. Specializing in motion graphics, digital advertising, and high-volume campaign production across social, display, and Digital Out-of-Home (DOOH), including transit systems, airports, rail, subway, stadiums, live event spaces, and large-scale public environments. Proven experience delivering scalable creative systems and integrated campaigns for Nike, Coca-Cola, Visa, Amazon, and Procter & Gamble.

CORE SKILLS

Motion Design • Creative Production • Digital Advertising • Paid Media • DOOH • HTML5 Banner Development • Social Campaigns • Motion Graphics • Creative Systems • Campaign Production • Asset Versioning • QA/QC • Cross-Functional Collaboration

SOFTWARE

After Effects • Figma • Premiere Pro • Photoshop • Illustrator • Adobe Animate • Google Web Designer • GSAP • HTML • CSS • JavaScript

PRODUCTION & COLLABORATION

Slack • Asana • Monday.com • Trello • Google Workspace • Zoom

EXPERIENCE

Freelance Motion Designer | Oliver Rokoff Creative | 2020 – Present

- Produce motion graphics, HTML5 display advertising, social content, and interactive campaign assets for clients across technology, healthcare, finance, and consumer brands
- Build high-volume paid media creative systems across multiple formats, versions, and platforms
- Collaborate with agencies and marketing teams to deliver optimized digital campaign content
- Clients include JPMorgan, UserTesting, Novavax, JumpCloud, and Varient

Motion Designer | Wieden+Kennedy | Portland, OR | 2010 – 2020

- Produced global campaign creative for Nike, Coca-Cola, Meta, Visa, Samsung, Amazon, HP, and Target
- Developed HTML5 display ads, social content, motion systems, and integrated campaign assets

- Created DOOH campaigns featured in Times Square, airports, transit systems, rail stations, subway platforms and various public spaces
- Partnered with creative directors, producers, strategists, and developers on large-scale global rollouts
- Supported QA, asset versioning, and production workflows across multi-channel campaigns

Digital Designer | Yesmail (Data Axle) | 2008 – 2010

- Designed and hand-coded HTML email campaigns for national brands
- Built responsive templates and supported A/B testing and segmentation strategies

Interactive Designer | Various Agencies | 2006 – 2008

- Designed microsites, banners, and interactive campaigns using HTML, CSS, and Flash
- Delivered fast-turn creative solutions for agency and startup environments

Interactive Designer | Nike | Beaverton, OR | 2000 – 2006

- Produced interactive campaign content for Nike.com, Nike iD and Nike Store
- Collaborated with UX and brand teams on seasonal digital launches

SELECTED BRANDS

Nike • Coca-Cola • Amazon • Samsung • Meta • Visa • Target • HP • MLB • EA • KFC • JPMorgan • Booking.com • Travel Oregon • Procter & Gamble

SELECTED WORK

- Lead animator — *Hair Nah* (One Club Gold, Andy Awards Gold, Webby nominee)
- DOOH campaigns in Times Square, airports, transit systems, rail, subway, stadiums, and live event environments
- Super Bowl social motion work for TurboTax “RoboChild” campaign
- Large-scale global paid media campaign production across enterprise brands

EDUCATION

University of Kansas – School of Art & Design
Coursework in Visual Communication & Digital Media