

## **Oliver Rokoff**

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### **Professional Summary**

Experienced Digital Designer and Motion Specialist with 15+ years of delivering high-impact, platform-optimized content for paid media and global brands. Expert in motion design, visual storytelling, and multi-channel digital advertising spanning display, social, and Digital Out Of Home (DOOH). Proven track record of leading complex production workflows and collaborating across distributed teams to deliver scalable creative solutions for industry leaders like Nike and Coca-Cola.

### **Core Expertise & Skills**

#### **Motion & Design:**

Adobe After Effects (Specialist), Premiere Pro, Animate, Photoshop, Illustrator, Figma, Canva, Google Web Designer (GWD), GSAP, Character Animator, Media Encoder, Compressor, ImageOptim.

#### **Paid Media Production:**

High-volume HTML5 display ads, responsive banners, social media sponsored posts, rich media animated GIFs and DOOH.

#### **Workflow Leadership:**

Asset QC, campaign versioning, cross-functional collaboration, and AI-assisted design tool integration.

#### **Platforms & Tools:**

Mailchimp, Monday.com, Google Workspace, Keynote, Slack, Zoom, Trello, Basecamp, Asana, Microsoft Office, WordPress, Wix, Squarespace, Readymag

### **Professional Experience**

#### **Freelance Motion Designer**

##### **Oliver Rokoff Creative | McMinnville, OR**

Jan 2020 – Present

Produced animated banners, social ads, and interactive content for clients in tech, finance, healthcare, and entertainment. Designed and built HTML5 ads across multiple platforms for high-volume campaigns. Maintained visual consistency across dynamic creative with multiple variants. Clients include JP Morgan, UserTesting, Novavax, and creative agencies.

#### **Motion Designer**

##### **Wieden+Kennedy | Portland, OR**

Jan 2010 – Jan 2020

Executed large-scale paid media campaigns for a premier global client roster including Nike, Coca-Cola, Facebook, Visa, Samsung, Samsung and Amazon. Developed large sets of HTML5 display ads and social content, plus high-visibility DOOH placements in Times Square, Embarcadero Station (SF), LA Live. Collaborated with teams to translate concepts into scalable, on-brand assets. Supported campaign testing and QA to ensure accuracy across deliverables.

#### **Digital Designer**

##### **Yesmail (now Data Axle) | Portland, OR**

Jan 2008 – Jan 2010

Designed and hand-coded high-volume HTML email campaigns for national brands. Developed responsive templates and supported A/B testing and segmentation.

### **Freelance Interactive Designer**

#### **Various Agencies & Startups | Portland, OR**

Jan 2006 – Jan 2008

Designed microsites, landing pages, interactive ad units, and HTML email campaigns using Flash and HTML/CSS. Delivered on-brand, deadline-driven creative solutions for startups and agencies.

### **Interactive Designer**

#### **Nike | Beaverton, OR**

Jan 2000 – Jan 2006

Produced interactive content for seasonal campaigns on Nike.com, NikeStore.com, and Nike iD. Worked with UX and brand teams to maintain quality.

### **Notable Achievements**

Lead animator for *Hair Nah*, a viral web game that won One Club Gold, Andy Awards Gold, and a Webby nomination. Produced DOOH campaigns featured in Times Square and other major public venues. Created real-time social animations for TurboTax's "RoboChild" Super Bowl campaign. Contributed to campaign sets delivering 900M+ impressions. Mentored junior designers and improved internal motion workflows.

### **Clients**

Nike, Coca-Cola, OMEN, Beats, Samsung, Facebook, Amazon, Samsung, Target, HP, Visa, VRBO, Velveeta, MLB, Hotels.com, EA, Intuit, Old Spice, Secret, KFC, Laika, JP Morgan, P&G, Corona, Travel Oregon, Novavax, UserTesting, Booking.com, Varicent, Fisher Price, Kintone, Acoustic, Lilly, Powin, Travel Portland, JumpCloud, Kintone, and more.

### **Education**

#### **University of Kansas – School of Art and Design**

Completed three years of intensive study in visual communication and digital media production.