

Oliver Rokoff

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Professional Summary

Experienced Digital Designer and Motion Designer with 15+ years of producing high-performing, platform-optimized content for global brands. Specializing in motion design, animation, and visual storytelling, with a proven ability to deliver compelling content across digital advertising, display, social, and DOOH platforms. Previously focused on a broad range of digital design work, including interactive ads, landing pages, and email campaigns. A dependable, detail-oriented collaborator skilled in navigating fast-paced workflows and working seamlessly across distributed teams.

Skills**Design & Motion Tools:**

Adobe After Effects (Sapphire, Red Giant, Overlord, Motion, etc.), Premiere Pro, Animate, Photoshop, Illustrator, Media Encoder, Figma, Canva, Google Web Designer (GWD), Character Animator, Compressor, ImageOptim

Advertising & Digital Production:

HTML5 display ads, responsive banners, animated GIFs, rich media, DOOH, social ads, JavaScript, image optimization, AI-assisted design tools

Creative Execution & Workflow:

Campaign execution across various ad sizes and deliverables, production troubleshooting, versioning, asset QC, cross-functional collaboration, time management

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, 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 UserTesting, Novavax, and creative agencies.

Motion Designer**Wieden+Kennedy | Portland, OR**

Jan 2010 – Jan 2020

Worked on digital campaigns for Nike, Coca-Cola, Facebook, Visa, Samsung, Hotels.com, HP Omen, VRBO, Old Spice. Developed large sets of HTML5 display ads and social content, contributing to campaigns 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**

Studied Photography

Objective

Seeking long-term freelance or staff opportunities in digital design, motion design, banner production, and digital storytelling. Open to roles focused on animation and visual design—display, DOOH, email, landing pages, and promotional campaigns.