

BRAM OOSTEN

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EXPERIENCE

Product Designer

April 2019 – Present

Jobcase

Boston, MA

- Designed mobile and desktop experiences for Jobcase that led to higher engagement, greater stickiness, and more content contribution
- Saw to execution of onboarding flows working closely with developers and engineers to bring pixel-perfect designs to every screen
- Lead design efforts on the launch of a premium offering to achieve monetization and revenue goals
- Conducted in-person and remote user interviews to evaluate prototypes and beta releases for better usability and to better meet user needs
- Served as contact point for freelancers and agencies to coordinate delivery of on-brand assets and projects
- Worked to modernize existing experiences with the goal of delivering high-impact changes with limited development resources

Interactive Designer

November 2017 – April 2019

Jobcase

Boston, MA

- Responsible for designing and developing email experiences and A/B tests to increase engagement across the Jobcase member lifecycle
- Worked with teams across the organization to ideate and execute new concepts and establish coherent, user-focused email experiences
- Improved reach and lifted key success metrics across channels and verticals through regular testing and creative approaches
- Served direct client needs to achieve success with companies like Apple, Amazon, and Lyft by producing custom emails and ad creatives
- Contributed to the corporate identity of Jobcase and subsidiaries through logo treatments, new websites, and promotional materials

Design and Marketing Specialist

October 2014 – October 2017

Brightcove

Boston, MA

- Designed and built responsive email templates and regular emails communications using insights from past campaigns and best practices
- Utilized data insights and consumer behavior to inform the iterative design of emails, display ads, and content marketing assets
- Built out and reported on email campaigns using Oracle Eloqua to send to global audiences for product launches, nurture campaigns, customer communications, and event invitations. Managed A/B testing for subject lines and email content
- Worked closely with marketing teams in Europe, Asia, and Australia, and North America to deliver relevant, localized emails for use in digital marketing initiatives around the world in English, German, French, Spanish, Italian, Korean, Japanese, and Mandarin
- Designed print and web advertisements as well as large-scale event and trade show graphics to generate leads and brand awareness

Marketing Graphic Designer

January 2014 – September 2014

Intersection

Boston, MA and San Francisco, CA

- Designed out-of-home advertisements for clients for buses, trains, and stations achieving an estimated 17 million impressions in 6 months
- Worked with Boston and San Francisco sales teams to create marketing collateral, including pitch decks, media kits, and brochures
- Created graphics for use on Intersection's Facebook, Twitter, and Instagram accounts to improve reach and generate media coverage
- Presented weekly reviews of national and local advertising campaigns collected from Intersection offices around the United States

Marketing and Design Intern

June 2013 – December 2013

Runkeeper (an ASICS subsidiary)

Boston, MA

- Designed and developed email newsletter promoting the Runkeeper blog and partner content to a subscriber list of over 11 million users
- Designed and developed branded email notifications for Runkeeper social media features and partnership announcements
- Collaborated with marketing team to create assets for promotions and social media use: infographics, blog imagery, product graphics
- Worked with partners like Under Armour and MyFitnessPal to develop co-branded imagery for promotions

EDUCATION

Emerson College

August 2016 Completion

Bachelor of Science, Marketing Communications

Dean's List

SKILLS

- Design: Sketch, Figma, Photoshop, Illustrator, Zeplin, InVision
- Google Suite: Analytics, Docs, AdWords
- Web: HTML, CSS, Bootstrap, WordPress, Drupal
- Skills: Product design, email design, user research, prototyping