Marc Schrameck

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Technical Skill

- 10-years experience in Adobe Creative Cloud: Photoshop, Illustrator, Premiere, After Effects for Zulily, Expedia, and Google
- 5-years experience in motion design and video editing
- Working knowledge of HTML/CSS

- Digital Asset Management: Bynder, Jira, Bridge
- Visual storytelling, design, animation, photography, videography, photo editing, compositing, illustration
- Project management metric development experience in SharePoint and Excel

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Professional Experience

Production Designer   April 2014 - June 2023
Zulily, Seattle, WA
- Awarded "Driving Progress" for animated designs created in AfterEffects and Premiere Pro to improve customer engagement.
- Led new video editor workstream for homepage motion imagery and trained 3 creatives in Premiere Pro.
- Managed stakeholder relationships with Merchandising, Marketing and Design leads for high quality creative deliverables, while acting as backup lead for event dashboards and site audits.
- Onboarded new hires: developed training materials, provided 1:1 mentorship, coordinated workloads and deliverable timelines.
- Authored and distributed Photoshop actions/scripts job aid to the creative team.
- Designed photo realistic composites, created homepage product layouts, color stories, and price point graphics.
- Designed multi-channel ad placement templates for marketing team's social media, email, iPhone, and iPad events.

Photo Editor
- Awarded "Going the Extra Mile" for identifying productivity metric needs and developing a metrics platform with SharePoint Lists being pushed to Excel for both Ohio and Seattle offices. This enabled managers to monitor production in order to identify goals to improve team performance.
- Conducted in Usability Testing for internal publishing software via user observations with timed navigation studies.

Media Producer
Expedia, Bellevue, WA   February - April 2014
- Created visual narratives through photo carousels for local expert website's travel tours.
- Responsible for digital asset management through internal content management system (CMS) tagging images for search engine optimization (SEO).
- Coordinated vendor relationships in Salesforce to impact Expedia's imagery needs.

Team Lead - Visual Data Specialist II   June 2011 - June 2013
Google, Bothell, WA
- Managed 15 visual data specialists across European point-of-interest (POI) projects.
- Developed internal team website for efficient communication and developed spreadsheet metrics using SQL.
- Led dedicated team mapping 200 ski resorts in North America.
- Partnered with engineering team developing necessary graphics for new data features, while co-writing new mapping guidelines.

Visual Data Specialist I
- Researched visual information to create front-end graphical maps with accurate geo data associations.
- Alpha team member, tasked with first look assessment of new visual data to determine mapping issues and needs.

Videographer   August 2009 - April 2011
State University of New York at Buffalo, Buffalo, NY
- Shot video for speaker series, athletics, and press conferences.
- Video editing in Final Cut Pro for press events, created sports highlights, 1:1 interviews with academic staff.
- Incorporated graphics into edits, and ran animation board for sporting events.

Education

Bachelor of the Fine Arts in Multimedia Design, Bachelor of the Arts in English   August 2006 - May 2010
State University of New York at Buffalo, Buffalo, NY
- Lead-editor of art catalog for art exhibits within School of Fine Arts

Google UX Design Certificate   July 2022
Coursera.org
- Completed "Foundations of User Experience Design" certificate
- Completed "Start the UX Design Process: Empathize, Define, and Ideate" certificate