


# Oliver Mower

UX & Product Designer

## Profile

A creative and technical designer who specializes in UX & UI Design.


I live in Austin, TX and have worked on exciting web projects in the UK and Australia, too.

 Phone  
512-576-7993

 Email  
olimower@gmail.com

 Portfolio  
olimower.com

 LinkedIn  
linkedin.com/in/olimower

 Location  
Austin, TX

## Skills + Software

- Sketch
- Overflow
- Illustrator
- Principle
- Photoshop
- Adobe XD
- HTML/CSS
- JavaScript
- InDesign
- Zeplin
- InVision
- Framer

## Education

Bachelor of Arts (Honors)  
Communication and Media  
Bournemouth University, UK  
2011-2014

## Experience

### • Interactive Designer @ Callaway Golf

Austin, TX | April 2017 - Present

Responsible for creation and execution of web & mobile design experiences

- Research, wireframe, prototype, and deliver UX & UI deliverables for multiple brand website redesigns
- Design and build landing pages to support marketing campaigns
- A/B test designs & functionality using personalization platform
- Design and code email creative working to the restraints of email clients
- Use analytics to identify areas of improvement on e-commerce platforms

### • Freelance Designer

London UK & Austin, TX | May 2016 - Present

Worked on freelancing projects for clients.

- Planned, designed and developed a variety of responsive UIs
- Implemented websites into CMSs like Wordpress & ProcessWire
- Created business cards, marketing collateral, and print materials for clients

### • Farm Hand & Traveller

Australia & New Zealand | January 2016 - May 2016

Worked on farms while exploring Australia and New Zealand, learned some outdoor skills and avoided getting bitten by any snakes.

### • Web Content Specialist @ Treasury Wine Estates

Melbourne, Australia | June 2015 - December 2015

As a part of Treasury Wine Estates' in-house web project team, delivered new and fully responsive websites for the company and several of its wine brands.

- Created information architecture for new sites prior to build phase
- Identified & communicated styling/functionality issues to developers
- Reviewed migrated sites against templates designs

### • Digital Content Editor @ Ladbrokes

London, UK | September 2014 - March 2015

Created and edited visual & written content for Ladbrokes' audiences that adhered to best practice standards and brand guidelines.

- Produced high quality content for the Ladbrokes' website and mobile app
- Used the CMS and HTML knowledge to schedule future content and ensure accuracy of existing content
- Edited images and designed promotional banners in Photoshop in accordance with brand guidelines