

# Fatima Osman

NYC-based Creative Technologist • portfolio: [fatimawork.com](http://fatimawork.com) • [fatima.osman@gmail.com](mailto:fatima.osman@gmail.com) • 917-775-1141

Accomplished Ad Developer and Web Animator with 2 decades of experience specializing in the creation of dynamic, interactive banners, rich media ads, websites, and web applications for global brands including *Converse*, *BMW*, *Schwab*, *Citi*, and more. Proven expertise in leading projects from concept to execution and collaborating with creative teams. Extensive freelance and agency experience with a diverse portfolio of work for high-profile clients at many of the top ad agencies. Adept at blending technical proficiency with creative design to deliver engaging experiences

## Professional Experience

### Zimmerman Advertising, Remote

12/22 - 10/24

#### Software Developer

- Architected animated advertisements for *McDonald's* and *Office Depot*, implementing performance-optimized web animations
- Crafted dynamic, responsive email templates for *Blue Compass RV* and *Five Below* using Blueshift Email Marketing platform
- Created and refined social media videos that aligned with brand standards to boost audience engagement
- Mentored junior developers and provided technical leadership, strengthening team capabilities

### Various Agencies - Freelance, NYC

04/06 - 11/22

#### Ad Developer and Animation Specialist

- BBDO - Created multiple sets of animated HTML5 ads for *SAP* using HTML5, CSS, JavaScript, and GSAP
- NeoPangea - Developed a series of dynamic ads for *Paramount+*, featuring iconic figures like Sonic the Hedgehog and Clifford while promoting the latest movie releases
- Atmosphere Proximity - Spearheaded Atmosphere's shift to HTML5 animated ads by developing master templates for clients like *Citi*, *HP*, *Emirates Airlines*, and *Cognizant*, which served as prototypes for banner animations across multiple years
- Anomaly - Created a series of animated banners for *Converse*, featuring edgy effects to capture the brand's grunge aesthetic
- J. Walter Thompson - Developed interactive rich media ads for the *Illinois Office of Tourism*, featuring click-and-play guided maps that showcased Illinois' attractions
- Y&R - Developed "Babymaker," an innovative web app for *Microsoft*, leveraging advanced image processing algorithms to merge facial features, providing users with a predictive visualization of their potential offspring
- RDA - Partnered in a team effort to redesign *WHotels.com*. Conceptualized and designed storyboards for W Hotels' promotional campaigns.
- Organic - Engineered and animated gamified banner ads for *Bank of America*
- R/GA - Created page transitions, interface interactions, animated doll features, and splash screens for *Hasbro's* Lorifina fashion doll website. Created whimsical dragon character animations and an immersive aerial map zoom effect for the opening and closing sequences of "The Search for Dragon Island" online game, an interactive experience inspired by the film *How to Train Your Dragon 3D*.

### Publicis North America, NYC

05/14 - 08/15

#### Senior Motion Developer

- Organized workshops with industry and technology leaders, including Greensock and Sizmek, to elevate my team's technical proficiency and innovation in rich media
- Engineered some of the first animated HTML5 banners in the advertising industry
- Built banners and interactive rich media ads for *Nestle*, *Oral-B*, *Citi*, *Crest*, *Walmart*, *Humira*, *Aflac*, and *Charmin*
- Collaborated closely with creative teams, aligning animation style and technical functionality with creative vision

### Havas, NYC

04/11 - 03/12

#### Interactive Motion Designer

- Developed banners and rich media ads for *Volvo*, *Jaguar*, *Charles Schwab*, *Oppenheimer Funds*, *NYSE*, *Claritin*, and *Exxon Mobil*
- Collaborated with copywriters and art directors to bring creative concepts to life through innovative animations and content

### KBSP, NYC

04/10 - 04/11

#### Flash and ActionScript Programmer

- Built banners, splash screens, and other interactive media for major brands like *BMW*, *Lexus*, *Vanguard*, and *Mohegan Sun*
- Created an expandable ad template that dynamically adjusted its content for 50 BMW car models using Ajax, JSON, and XML

### Atmosphere BBDO, NYC

11/04 - 03/05

#### Lead Developer

- Led development of web games and microsites for brands such as *Snickers*, *GE*, and *Cingular*
- Programmed rich media ads and animated banners for large-scale digital campaigns as technical lead

## Skills

- HTML5, CSS, Less, Bootstrap, JavaScript, GSAP, ActionScript, PHP, MySQL, Git, JSON, Ajax, React
- Adobe Animate, Photoshop, Illustrator, After Effects, Figma, InDesign

## Education and Certifications

- Rutgers University - *Bachelor of Visual Arts, Multimedia Concentration*, 1995 - 2000
- Fashion Institute of Technology (FIT) - *Associate of Applied Science, Fashion Design*, 2018 - 2019
- Google DoubleClick - *HTML5 Studio Certification*, 2017
- The Chubb Institute - *Web Development Certificate*, 2001

## Achievements

- The Chubb Institute Honors Program Tutor, 2001
- New Film Festival - Entry Selected, 2000
- EOF Academic Achievement Award, 2000