



Eugene, Oregon | +1 541-778-4660 | oscarmosh@gmail.com | Spanish (Native) - English (Fluent)
oscardykeman.com | linkedin.com/in/oscardykeman/

I'm a multidisciplinary visual designer with over a decade of experience creating impactful content across digital, web, video, and motion platforms. I blend aesthetics with strategy to craft user-centered experiences that drive engagement, conversion, and brand recognition. I'm a collaborative problem-solver who loves improving processes and learning new tools. My work focuses on delivering design that is both visually compelling and functionally effective.

Work Experience

Tyndale Advisors | Eugene, OR

2023 - Present

Consulting & marketing agency specializing in growth strategies for independent hardware and home-improvement retailers.

Graphic Designer - Web & Digital

- Lead web design and design brand elements for 25+ independent hardware-store sites part of the ORGILL and CNRG network
- Created Orgill's first cross-channel design system on Figma and build components on Builder.io platform for quick web deployment
- Produce multiformat marketing assets for promotional campaigns and animate promotional videos for store events

Performance Designed Products | San Diego, CA (Remote)

2022 - 2023

Gaming-peripheral manufacturer designing and producing controllers, headsets, and licensed accessories for PC and major console platforms.

Graphic Designer

- Collaborated with the digital team to create assets, banners, and videos for social media, company website and e-commerce platforms achieving increased engagement with new visuals
- Created 3D product renders to be showcased in product pages on website, e-commerce platforms, social media, etc
- Collaborated with creative team to pitch product design concepts for new product development, resulting in some of them market-approved to be sold by Wal-Mart and GameStop

Upwork.com | Remote

2020 - 2022

Gaming-peripheral manufacturer designing and producing controllers, headsets, and licensed accessories for PC and major console platforms.

Freelance Graphic Designer

- Completed 45+ projects for web, presentations, digital advertising, and motion graphics for multiple brands in e-commerce, CPG products, Computer Manufacturing and hospitality.
- Maintained 100% Job Success Score and Top-Rated status with good reviews on my profile.

Nomads Experience Group | Cancun, MX

Youth-travel hospitality collective running social hostels, in-house bars & eateries, restaurants, and adventure tours.

Creative Director

2017- 2020

- Led a 9-person in-house studio (4 designers, 3 social-media managers, 2 video producers) that delivered daily content more than 6 hostel & restaurant properties
- Developed two new hostel brands: Mayan Monkey and Nomads Experience Hostels, owning logo, visual system, and tone of voice; rolled identity into signage, menus, way-finding, and guest collateral, while also maintaining the branding on digital mediums like social media and web.
- Adapted the iconic Señor Frog's brand for a hostel venture, translating its playful DNA into room décor, collateral, and digital campaigns while preserving brand-equity guidelines.

Graphic & Web Designer

2017- 2020

- Built and support Mezcal Hostel's brand, website and overall branding, supporting expansion from 1 location to 6+ (750 beds, that will later be Nomads Experience) and will absorb the agency Social Astronauts.
- Designed for a diverse number of clients in entertainment, Food & Beverage, tourism, real estate and Wellness, creating websites, digital advertising, social media, video and motion graphics.

Tools

Adobe Creative Suite (Photoshop, Lightroom, Illustrator, After Effects, XD, Fresco, Substance Stager), Figma, Cinema 4D, Blender, DaVinci Resolve, MS Office, Asana, Trello, Chat GPT, Webflow, Spline 3D.

Skills

Hard Skills: Graphic Design, Web Design, Photo Retouching, Video Editing, Motion Graphics, 3D Rendering, UX Design, Design Automation, Template Systems, Kanban Workflow, Design Systems.

Soft Skills: Creative Problem Solving, Receptive to Feedback, Process Improvement, Visual Storytelling, Team Collaboration, Self-Motivation, Empathy, Adaptability, Attention to Detail, Time Management, Organization, Communication, Conflict Mediation, Continuous Learning, Deadline Accountability