

Fatima Osman

NYC-based Creative Technologist • portfolio: fatimaportfolio.com • fatima.osman@gmail.com • 917-775-1141

Experienced Web Animator and Developer specializing in dynamic, interactive ads, websites, web applications, and emails for global brands like Converse, BMW, Schwab, and Citi. Skilled in leading projects from concept to execution, collaborating with creative teams, and delivering high-quality digital experiences. Extensive agency and freelance experience with top-tier clients, blending technical expertise with creative design to produce engaging content.

Professional Experience

Various Agencies - Freelance, NYC

04/06 - Present

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*, *HPE*, *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. Built 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*.

Zimmerman Advertising, Remote

12/22 - 10/24

Software Developer

- Created animated advertisements for *McDonald's* and *Office Depot*, implementing performance-optimized web animations
- Developed responsive email templates for clients including Five Below and Blue Compass RV, using both hand-coding and email development tools such as Blueshift
- Implemented Liquid syntax into email templates to dynamically insert personalized content for different audience segments
- 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

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 - 03/06

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

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

Education and Certifications

- Rutgers University - *Bachelor of Arts, 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
- School of Visual Arts - *Graphic Design Classes*, 2003
- 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