Oscar Dykeman

Graphic & Web Designer · 3D Product Visuals · Motion

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SUMMARY

Multidisciplinary designer with 10+ years across brand identity, websites, email, motion, and 3D product visuals. I design and maintain websites and email for retail hardware brands at Orgill, rendered and composited product imagery for PDP and Victrix gaming accessories, and ran creative for a hostel and restaurant group in Cancun, where I rebranded three locations in six weeks. Self-taught and quick to pick up new tools, AI included. For me, passion for design and passion for the brand are the same thing: if I'd buy it myself, I can make others want it. Bilingual (English/Spanish).

SKILLS

Design: Brand identity, web and email design, social and ad content, motion graphics, photo retouching and compositing, signage and environmental graphics

3D: Cinema 4D, Octane, Redshift, KeyShot, Blender (learning)

Tools: Photoshop (advanced compositing), Illustrator, After Effects, Figma, DaVinci Resolve, Campaign Monitor

Web: HTML, CSS, JavaScript, Git. I adapt to each team's stack and have recently built with Astro and headless CMS.

AI: Claude Code, ComfyUI, Adobe Firefly. Placing 3D renders into AI-generated scenes; automating repetitive production work.

EXPERIENCE

Graphic & Web Designer, Creative Services

2023 – PRESENT

Orgill, Inc. · Eugene, OR

- Lead designer for OSH, McLendon Hardware, and Parkrose Hardware within Orgill's CNRG retail brand group, supporting other brands as needed
- Design new websites and maintain existing ones for these brands and for independent hardware stores that Orgill supplies
- Design and hand-code monthly email campaigns, writing custom HTML/CSS where Campaign Monitor's editor falls short
- Pitched and led the creative team's move to Figma, then audited fonts and color systems so design files and live sites match
- Produce social content, digital ads, and promotional video for retail locations and industry events

Senior Graphic Designer

2022 – 2023

Performance Designed Products (PDP, now Turtle Beach) · San Diego, CA (Remote)

- Learned Cinema 4D and KeyShot on the job and grew a concept-sketch task into producing final product renders for PDP and Victrix controllers
- Rendered the product photography for the brand's e-commerce site and Amazon A+ content, working within Amazon's strict image specs
- Finished every render in Photoshop with retouching and compositing; several products still sell with these images after the Turtle Beach acquisition
- Designed licensed Nintendo products and content within Nintendo's strict brand rules, earning positive feedback from Nintendo on several designs
- Visualized new accessory concepts with the product team (3 approved for production); also designed packaging, social, banners, and video

Freelance Graphic & Motion Designer

2020 – 2022

Upwork / Independent · Remote

- Recurring creative partner for META PCs, Player One Coffee, Police Coffee, and Coffee Brand Coffee for most of 2020–2022
- Created Google ads, social content, and animated video reels in After Effects for high-energy gaming and coffee brands
- Endorsed 9 times as "Committed to Quality" by Upwork clients

Creative Director (progressed from Graphic Designer)

2015 – 2020

Social Astronauts → Mayan Monkey Group → Nomads Experience · Cancun, Mexico

- Started at an independent agency that became the in-house creative department as a single hostel grew into a chain of 12+ hostels, restaurants, and tours
- Rebranded three locations as Nomads Experience in about six weeks after the owners split: logo, guidelines, signage, and collateral
- Led designers and a video team producing 200+ social assets a month with almost no ad budget, growing followers 300% and engagement 450% across 24 accounts
- Designed and maintained websites for every location and managed booking-system integration for rooms and tours
- Built guest follow-up emails that collected reviews; all properties reached #1 on TripAdvisor in their category
- Worked with architects on interiors (moodboards, signage, room decor), painted a restaurant mural, and ran campaigns with Señor Frog's and Corona

Web Designer

2014 – 2015

Experiencias Xcaret · Cancun, Mexico

- Designed, built, and maintained the official websites and e-commerce pages for Grupo Xcaret's eco-parks and tours, supporting digital marketing and e-commerce teams

SELECTED PROJECTS

PDP & Victrix · 3D Product Visuals

VIEW PROJECT ↗

Cinema 4D, KeyShot, Photoshop

- E-commerce and Amazon A+ product imagery, a Nintendo collaboration, and pro fightpad visuals · oscarmo.sh/projects/victrix

Nomads Experience · Hospitality Rebrand

VIEW PROJECT ↗

Brand identity, signage, web, social

- Six-week rebrand of three hostels and restaurants after an ownership split

META PCs · Gaming PC Brand

VIEW PROJECT ↗

After Effects, Photoshop, Illustrator

- Two years of ads, social content, and motion reels for a fast-growing custom PC builder

Player One Coffee · Coffee Brand

VIEW PROJECT ↗

After Effects, Photoshop, Illustrator

- Ongoing social, ad, and animated content for a gaming-themed coffee roaster

EDUCATION & LANGUAGES

Self-taught designer and developer; continuous learning through documentation, open-source projects, and industry events (CascadiaJS 2026)

Languages: Spanish (native), English (professional fluency)

Work authorization: U.S. Permanent Resident