**Fatima Osman**

**NYC-based Creative Technologist •** [**fatimaportfolio.com**](https://fatimaportfolio.com/) **•** **fatima.osman@gmail.com** **• 917-775-1141**

Experienced Interactive Developer and Animator specializing in dynamic, interactive ads, websites, web applications, and emails for global brands like Converse, BMW, Schwab, and Citi. Skilled in leading projects, collaborating with creative teams, and delivering high-quality digital experiences. Extensive agency and freelance experience with top-tier clients.

**Professional Experience**

**Interactive Developer and Animator**, 04/06 - Present

Various Agencies - Freelance, NYC

* 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+* 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 with click-and-play guided maps for the *Illinois Office of Tourism*
* 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’ 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, inspired by the film *How to Train Your Dragon 3D.*

**Software Developer**, 12/22 - 10/24

Zimmerman Advertising, Remote

* 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

**Senior Motion Developer**,05/14 - 08/15

Publicis North America, NYC

* Organized workshops with industry and technology leaders, including GSAP and Sizmek, to enhance my team’s skills
* 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

**Interactive Motion Designer**, 04/11 - 03/12

Havas, NYC

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

**Flash and ActionScript Programmer**,04/10 - 04/11

KBSP, NYC

* 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

**Lead Developer**, 11/04 - 03/06

Atmosphere BBDO, NYC

* 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