

ROAN OPPERMAN

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PROFESSIONAL SUMMARY

Designer with a Bachelor of Design and a decade of cross-disciplinary experience spanning brand identity, web design, and client-facing problem solving, now focused on UX and product design. Strong foundation in visual and UI design—typography, layout, colour theory, and brand consistency—paired with hands-on front-end development (Figma, HTML/CSS) and an AI-assisted build workflow. Has owned product design and direction end to end, from gathering stakeholder requirements to delivering complete, build-ready UI in close collaboration with engineering. Seeking a UX/UI or product design role where visual craft, web fluency, and product thinking create clear, usable experiences.

CORE SKILLS

UX / UI: Visual & UI Design, Wireframing & Prototyping (Figma, HTML/CSS), Information Architecture, Interaction Design, Layout & Composition, Responsive Web Design, Brand & Design Consistency

Research & Collaboration: Stakeholder Requirements Gathering, Domain Research, Usability & Cognitive-Load Reduction, Cross-Functional Collaboration, User-Centred Problem Solving, Critical Thinking

Tools: Figma, Adobe Illustrator, Photoshop, InDesign, After Effects, Procreate, WordPress, HTML5, CSS3, AI-assisted prototyping workflows

Foundations: Colour Theory, Typography, Logo & Brand Identity Design, Design Thinking, Blueprint & Schematic Interpretation

EXPERIENCE

Web Master & Creative Direction

2022 – 2024

Megavolt Electric — Calgary, AB

- Directed the company's full digital presence—web development, graphic design, and creative direction—owning a consistent visual identity across digital touchpoints.
- Maintained and iterated the company website as Web Master, managing content structure, updates, and ongoing visual refinements.
- Produced marketing and visual assets that supported the brand's lead-generation and customer-facing communication.

Founder / Designer & Web Developer

2020 – 2021

Boltz Electric — Calgary, AB

- Designed and built the company website end to end in HTML & CSS, defining site structure, content hierarchy, and visual layout.
- Created the complete corporate brand identity from concept through application across digital and physical touchpoints.
- Gathered client requirements directly and translated needs into service delivery, building lasting relationships with returning customers—strong stakeholder communication and client relations.

Web Master & Graphic Designer

2021

Cerilon — Calgary, AB

- Managed and maintained the corporate website in WordPress, optimizing content structure and CMS organization for performance and ease of updates.
- Standardized sub-company logos to create a cohesive, unified visual identity across all platforms—applying design-system and brand-consistency thinking.

Graphic Design Intern

2013

Brand Union (now Superunion) — Dubai

- Collaborated on high-profile brand projects for international clients including Disney, Dettol, General Electric, the Saudi stock exchange (Tadawul), and Gandour—across web, packaging, and video.
- Contributed concepts to solve difficult branding problems and delivered design across multiple mediums and platforms; recognized for creative, resilient problem solving.

SELECTED PROJECTS

Product Designer (Volunteer) — Ad-Supported Lottery App

In development (pre-launch)

Unpaid engagement with an independent developer

- Redesigned the app's cluttered, engineering-led interface on my own initiative; presented the new direction and was given ownership of the full experience and interface design.
- Led experience and UI design end to end in Figma and developed the app's brand identity—defining layout, user flows, and a consistent visual system.
- Conducted domain research into casino and lottery mechanics and behavioural design, then restructured flows to improve usability and significantly reduce cognitive load.
- Worked through complex product mechanics in close collaboration with a senior developer—designing to spec while the developer built the back end and contributing to portions of the front-end code.

Brand & Web Redesign (Self-Directed) — Megavolt Electric

2025

- Reworked the site I had originally designed while employed there, rebuilding information architecture, content hierarchy, and visual system to the standard I would set for it today; presented as a portfolio case study rather than client work.

Self-Directed AI Tooling & Prototypes — Personal Projects

Ongoing

- Designed and built personal software tools and prototypes using AI-assisted workflows, hand-writing code in select cases—working across the design, product, and engineering boundary.

ADDITIONAL PROFESSIONAL EXPERIENCE

Red Seal Journeyman Electrician

2014 – 2021

TAD Electric, Amelco Electric, 4-Star Electric, Grand West Electric, Chambers Electric — Calgary, AB

EDUCATION & CERTIFICATIONS

Bachelor of Design (3 years) — Inscape Design College

Red Seal Journeyman Electrician — SAIT, Calgary, AB | 2019

The Odin Project — Foundations: Full-stack web development foundations (HTML, CSS, Git, JavaScript fundamentals).

Professional Development (LinkedIn Learning): Graphic Design Foundations: Layout & Composition; Logo & Identity Development; Critical Thinking & Problem Solving; HTML Essential Training; CSS Essential Training.