

# Olivia Cruz

graphic designer

## Personal Info

olivia.cruz890@gmail.com

oliviaecruz.com

## Experience

### **Cambridge Health Alliance** Graphic Designer

Cambridge, MA

*March 2014 – Present*

Create print and promotional materials, as well as internal and external communications. Maintain the company's website and intranet using a content management system, along with creating digital ads and videos for various platforms. Develop structure and look for email marketing campaigns targeted toward patients as well as healthcare professionals. Aid in the implementation of the corporate rebranding of Cambridge Health Alliance and select partnership companies in the Northern Greater Boston Area.

### **DigBoston** Design Intern

Boston, MA

*September 2013 – January 2014*

Worked on creative team for weekly alternative newspaper. Researched and prepared images for publication and web use. Created illustrations befitting articles contents. Aided in the rebranding of house advertising.

### **BK Design** Junior Designer

Boston, MA

*January 2013 – July 2013*

Collaborated with Creative Principal on all aspects of the design process from initial concept sketches to production of files for printer. Projects included invitations, websites, and email campaigns for corporate, private and non-profit clients.

### **Loomis Group (Now Full&By)** Graphic Design Intern

Boston, MA

*October 2012 – December 2012*

Assisted the Creative Director on formatting medical websites. Prepared artwork files for pre-coding and incorporated clients revisions. Searched and purchased images based on project requirements. Researched on-line campaigns.

## Education

### **General Assembly**

User Experience Design Circuit 2017

HTML, CSS & Web Design Circuit 2016

### **Boston University** College of Fine Arts

Boston, MA

*2009-2013*

BFA in Graphic Design

## Organizations

AIGA

*Boston Chapter*

Portuguese Continental Union

*Youth Director*

Delta Delta Delta

*Alumni Member*

## Design Skills

### Print

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

### Web

HTML/CSS

Responsive Design

Sketch

### Video

Adobe After Effects

Adobe Premiere Pro

Final Cut Pro X

## Personal Skills

Crochet

Salsa Dancing

Sewing