

Olivia Cruz

graphic designer

/ olivia.cruz890@gmail.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 with information and graphics along with creating digital ads. 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 e-mail 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

2016

HTML, CSS & Web Design Circuit

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

Proficient in

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere Pro

Final Cut Pro X

Working knowledge of

Adobe Flash

Adobe After Effects

HTML/CSS

Responsive Design

Special skills

Crochet

Salsa Dancing

Sewing

Silk Screenprinting

work samples

<http://oliviaecruz.com>