Olivia Cruz
graphic designer

Personal Info
olivia.cruz890@gmail.com
oliviaecruz.com

Experience

Invaluable Senior Manager, Graphic Design and Brand
Boston, MA
Feb 2021 – Present
Strategized and executed branding initiatives and features for a loyalty program, enhancing its visibility and appeal to users. Spearheaded the creation of the Auction Insights blog, implementing a SEO-driven template for improved online visibility. Develop and maintain merchandising campaigns, with a focus on establishing an evergreen page for sustained impact.

Graphic Designer and Manager of Creative
Feb 2019 – Feb 2021
Manage a team of four production designers. Co-leading brand refresh effort including but not limited to restructuring brand architecture and revising brand personality, color palette and typography deck. Aided DevOps team in moving a large suite of WordPress sites to a multisite, saving $144,000 annually.

Graphic Designer
May 2018 – Feb 2019
Design and produce marketing materials which include but are not limited to email campaigns, microsites, landing pages, digital advertising, and sales collateral. Develop a suite of print and digital materials for an annual global conference lasting 3 days.

Cambridge Health Alliance Graphic Designer
Cambridge, MA
March 2014 – May 2018
Created print and promotional materials for events and services both internally and externally. Maintained the company's website and intranet using a content management system. Created digital advertising and videos for numerous platforms, including social media. Developed email marketing campaigns published to more than 47,000 recipients. Supported high-level corporate rebranding of Cambridge Health Alliance and select partnership companies in the Boston Area.

DigBoston Design Intern
Boston, MA
September 2013 – January 2014
Member of a creative team for weekly alternative newspaper. Researched and prepared images for publication and web. Created illustrations befitting articles contents. Participated in rebranding of house advertising.

Skills

Design
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Figma

Web
WordPress
HTML/CSS
Responsive Design

Video
Adobe After Effects
Adobe Premiere Pro

Other
Crochet
Salsa Dancing
Sewing

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