

Olivia Cruz

graphic designer

Contact Info

olivia.cruz890@gmail.com
oliviaecruz.com

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

Experience

Invaluable Boston, MA

Senior Manager, Graphic Design and Brand
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.
- Developed a suite of print and digital materials for an annual global conference lasting 3 days.

Cambridge Health Alliance Cambridge, MA

Graphic Designer

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 CMS.
- 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 Boston, MA

Design Intern

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.