

Olivia Cruz

Senior Graphic Designer

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Experience

Senior Manager, Graphic Design and Brand Invaluable, Boston, MA

February 2021 – Present

- Strategized and executed branding visuals and features for a loyalty program, enhancing its visibility and appeal to users through contextual messaging.
- Spearheaded the design and build of the Auction Insights blog, implementing a SEO-driven template for improved online visibility for press releases from auction house partners.
- Develop and maintain seasonal merchandising campaigns, including the establishment of an evergreen page for sustained impact. Expanded program to include a campaign specific to top users with marketing elements for consistent email use.

Manager, Graphic Design and Creative Invaluable, Boston, MA

February 2019 – February 2021

- Manage a team of four production designers. Creating templates and processes to quicken the time taken for the completion of their tasks.
- Co-led brand refresh effort including but not limited to restructuring brand architecture, revising brand personality, color palette and typography stack.
- Aided DevOps team in moving a large suite of WordPress sites to a multisite, saving \$144,000 annually.

Graphic Designer Invaluable, Boston, MA

May 2018 – February 2019

- Design and produce marketing materials which include but are not limited to email campaigns, digital advertising, and sales collateral.
- Design and build microsites and landing pages on WordPress with cohesive elements to the main site.
- Developed theme options and a suite of print and digital materials for an annual global conference lasting three days.

Graphic Designer Cambridge Health Alliance, 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 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.

Junior Designer BK Design, Boston, MA

January 2013 – July 2013

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

Skills

Design: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Figma, Typography, Branding/Identity

Web: WordPress, HTML/CSS, UX/UI Design, Responsive Design

Motion: Adobe After Effects, Adobe Premiere Pro

Education

General Assembly

User Experience Design Circuit 2017

HTML, CSS & Web Design Circuit 2016

Boston University, College of Fine Arts

BFA in Graphic Design 2009-2013