

Olivia Cruz

Senior Designer

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Experience

Senior Manager, Graphic Design and Brand Invaluable

Remote

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 a SEO-driven blog template for improved online visibility for press releases from auction house partners, resulting in 59% of page views coming from organic channels.
- 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 a brand refresh, including restructuring the brand architecture to account for four new products and revising the brand personality, color palette, and typography stack to align messaging and visuals across departments.
- 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, build and maintain 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, intranet and waiting room displays across 33 sites 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.

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