

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 the visibility of its benefits to users who bid at a 30% increased rate through contextual messaging.
- Spearheaded the design and build of an 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.
- Developed and maintained seasonal merchandising campaigns, including an evergreen page for sustained impact, and expanded the program with a variation tailored to the behaviors of top-spending users.
- Led the redesign of B2C and B2B resource centers, improving content organization and implementing a CMS enabling internal teams to update content on their own quickly.

Manager, Graphic Design and Creative Invaluable

Boston, MA

February 2019 – February 2021

- Managed a team of four production designers, developing templates and processes to quicken the time taken for the creation of email and ad assets.
- 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

- Designed and produced marketing materials, including email campaigns, digital advertising and sales collateral across product lines.
- Designed, built and maintained microsites and landing pages on WordPress, showcasing products, features and educational materials.
- Developed theme options for a three-day annual global conference, ensuring a consistent identity across signage, presentations, programs and promotional assets.

Graphic Designer Cambridge Health Alliance

Cambridge, MA

March 2014 – May 2018

- Created print, digital, and video educational materials for medical services, including waiting room displays at 33 sites and email campaigns reaching 47,000+ recipients.
- Supported high-level corporate rebranding for Cambridge Health Alliance and select partnership companies.
- Designed specialty invitations, program books and signage for annual fundraising and award dinner.
- Planned and designed vehicle wraps highlighting care across multiple departments for shuttles bringing patients between five clinical sites in Cambridge and Somerville.

Skills & Tools

Design: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Figma, Typography, Brand Guidelines, Product Marketing

Digital: UX/UI Design, Responsive Design, WordPress, HTML/CSS, Landing Pages, A/B Testing

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