



Olivia Saunders

Illustrative Designer

Let me introduce you to an adaptable and perceptive young individual who thrives in fast-paced, collaborative spaces- a natural problem solver, well-organized and self-motivated. I am eager to learn and bring my own unique perspective to your table.

EDUCATION

August 2015-May 2019
Columbus Ohio, USA

PROFESSIONAL EXPERIENCE

Graphic Designer
April 2021-Current
Hazlet, NJ, USA

Columbus College of Art & Design

Bachelor of Fine Arts in Illustration
Minor in Advertising & Graphic Design

ESW Beauty

Background:

ESW Beauty is a clean beauty skincare brand creating products inspired by healthy living with a mission to create ethically sourced & sustainable products.

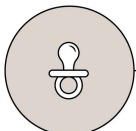
Role Characteristics:

Graphic Designer responsible for multiple daily design deliverables including web graphics, print material, and package design, as well as expanding the company's visual identity while following brand guidelines.

Highlighted Experiences:

- Created multiple unique package designs from concept to fruition. Worked with multiple manufacturers for different packaging types.
- Directed photoshoot campaigns with responsibilities such as, coordinating models, styling products & props, and organizing shot lists.
- Lead in the redesign & implementation of the company's website using Shopify, delegating tasks to the revamp team.
- Created a series of brand decks highlighting various product lines for the brand's small & large retailers, as well as for influencers & media.
- Organized and implemented a new email campaign guideline structure.
- Developed creative advertising content, graphics, and layouts for various special promotions while following company brand style.
- Produced eCommerce graphics and storefront designs for the brand's multiple online marketplaces such as Amazon and Faire.
- Designed infographics to visually communicate the multiple facets of the brand's products.
- Planned and implemented interior spaces and design collateral for trade show events.
- Retouched in-house and contracted photography.
- Aided in social media management of Instagram, TikTok, & Pinterest using planning programs, in particular, Later

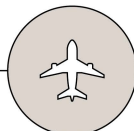
TIMELINE



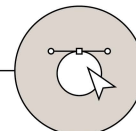
Born in Flemington, NJ, USA to a hardworking family that have been business owners in the local community for over 50 years.



In 2015, I moved to Columbus, Ohio to earn my Bachelor's in Illustration with a focus in Advertising & Graphic Design.




In 2019 I took a gap for travel, where I gained cultural experience and inspiration by working internationally.



In 2021, I joined ESW Beauty as the in-house graphic designer where I have risen to the challenge of widely varying roles and responsibilities.

CONTACT

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 oliviagail.art

 /oliviagail

 @oliviagailart

“I don’t follow trends
or try to compete
with anyone.
Everything I do stems
from following my
passion and my love
for design.”
-Guo Pei

AREAS OF EXPERTISE

Icon Design Package Design

Color Theory Print Design

Photo Retouching Layout

Infographic Design Branding

Illustration

INTERESTS

Hiking Sustainability

Creating Foreign Languages

Portraiture Listening to Music

Culture Road Cycling Travel

SOFT SKILLS



Problem Solving

Facilitate solutions with quick thinking by formulating different ideas through the given information. Ability to see issues from multiple perspectives and tackle them in a creative manner.



Time Management

Ability to manage up to 5 projects or tasks at a given time while under pressure of tight deadlines.



Communication

Ability to communicate in a clear and concise manner to relay information, manage conflict and keep the team united.



Leadership & Collaboration

Experience in leading creative processes and developing implementation plans. Ability to work effectively with other team members and actively support in brainstorm meetings.



Detail-Oriented

Streamline design processes with acute attention to detail that allows for catching errors and delivering high quality designs.

TECHNICAL SKILLS

2013-Current • **Adobe Creative Suite:**
Photoshop, Illustrator, InDesign, After Effects, Premier, & Acrobat

2013-Current • **Google Workspace:**
Gmail, Drive, Meet, Calendar, Docs, Sheets, Slides, Forms

2021-Current • **Shopify:**
Shopify Site Design, Shogun Page Editor

2021-Current • **Klaviyo:**
Automated Email, Campaign, & Pop Up Design

DESIGNERS NOTES:

As an artist and designer, I am constantly evolving to predict trends and stay current. Inversely, I have an appreciation for the classic designs that can withstand the test of time and collect it everywhere I travel. Whether new or old, I take images of typography and design that is inspiring to me- this is how I stay fresh as a designer.