

Olivia Todd

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email@example.com

Creative Freelance Graphic Designer with over five years' experience in developing engaging and innovative digital and print designs for clients in broad range of industries. Highly adept at visual strategy, layout development, branding, and print and new media advertising. Demonstrated success working in collaborative environments and providing leadership to design teams to conceptualize and execute effective marketing collateral. Seeking help clients achieve business development and business growth goals through forward-thinking graphic designs and strategies.

Core Qualifications

- Animation, Illustration, and Design
- Graphic Arts Technology
- Digital and Traditional Photography
- Website Development and Management
- Digital Media
- Marketing and Advertising
- Project Management
- Staff Development and Leadership

Professional Experience

GRAPHIC DESIGNER (CONTRACT)

6/1/2012 - CURRENT

ORANGE COUNTY AUTO TRADER

NEW CITYLAND, CA

- Create innovative design packages to elevate and differentiate branding and marketing and advertising initiatives.
- Meet with client to determine marketing and design vision, scopes of work, and budgets and deliverable timeframes.
- Format designs and media for use in print and web applications; deliver production-ready graphics in HTML and CSS.
- Paginate four-color and black and white layouts, rescaled and cropped images using Photoshop, and compile client data into PDF formats; edited documents and layouts prior publication and submission to printer.
- Took and manipulated images for use on website to promote company offerings online.
- Use Microsoft Word and PowerPoint to edit files, footers and headers, captions, format text, insert images, manage file size, and export press-quality PDF files.

GRAPHIC DESIGNER (CONTRACT)

8/1/2010 - 5/1/2012

LIBERTY GRAPHICS

NEW CITYLAND, CA

- Coordinated with 15-member team to develop engaging and innovative graphic designs for logos, flyers, posters, and page layouts; provided guidance and direction to junior graphic designers on complex and large-scale projects.
- Designed new, on-brand visual elements focusing on messaging and brand.
- Trained junior graphic designers on Adobe Creative Suite programs such as Illustrator, Photoshop, and Dreamweaver.

GRAPHIC DESIGN INTERN
9/1/2009 - 12/1/2009

PACIFIC ISLAND SUN
NEW CITYLAND, CA

- Developed, revamped, and reformatted advertisements from local business for publication in weekly periodical.
- Formatted and color-corrected photographs for ad developer use.
- Created logo prototypes and processed publication-ready advertisements from clients.

Education

Bachelor of Arts: Graphic Design, Doeside Academy of Fine Arts, New Cityland, CA

Associate of Science: Graphic Design, Shore Heights Collegiate Institute of Liberal Arts, New Cityland, CA

PROFESSIONAL AFFILIATIONS

Freelance Design Marketing Association Graphic Artists Guild American Institute of Graphic Artists (AIGA)

TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash, After Effects, Dreamweaver) Web Development (HTML, CSS, WordPress) QuarkXPress