

At A Glance

- Graphic Designer and Photographer
- 20+ years of professional experience
- Master of Arts in Graphic Design
- In-house and freelance experience
- Portfolio: www.olaoss.com

Education

Master of Arts

Graphic Design
Purdue University

Bachelor of Arts

Studio Art
Southern Illinois University

Software

InDesign, QuarkXpress, Photoshop, Lightroom, Illustrator, Dreamweaver, Flash, Audacity, Premiere, Microsoft Word, Mac OS & Windows experience CMS (Content Management Systems), FTP (File Transfer Protocol) Client

Skills

Creative Direction

Project Management, Brand Elevation and Management, Maintain Productive Relationships with Vendors and Consultants, Quality Verbal and Written Communication, Training and Mentoring Talent, Strategic Marketing Planning, Team and Independent Creator

Website Creation

Web Design, User-Interface Design User-Experience Design, Content Management Systems, Static and Animated Banners, Social Media Graphics, Low and high Fidelity Prototyping, Wire Framing, Mobile Design Optimization, Search Engine Optimization, HTML and CSS, Social Media Management

Print Design

Multi-page Documents, Large Format Design, Perform Press Checks

Digital Illustration

Logo Development, Graphic and Icon Creation, Editing Vector-Based Graphics

Photography

Event and Studio Photography, Organize and Direct Photoshoots, Location Scout, Create Online Albums, Extensive Image Manipulation and Basic Retouching

Professional Experience

Olaoss Studios, 2014 – Present Freelance Graphic Designer and Photographer

Graphic Designer

- Develop logos, websites, and print-based marketing materials
- Meet client needs in both remote and on-location roles
- Consult clients on proper brand management and marketing
- Give creative guidance and engage in project constructive critiques
- Train clients to update Content Management System websites
- Estimate project turn-around and provide project pricing quotes
- Maintain productive relationships with clients and vendors

Photographer

- Provide event, product, fashion, real estate, and portrait photography
- Complete basic photo editing and extensive image manipulation
- Determine setup, props, lighting equipment, and camera angles
- Setup and managed models, make-up artists, stylists, and videographer
- Direct and mentor photography assistants

South Side Help Center, 2010 – 2021

Creative Director, Graphic Designer, and Photographer

- Oversaw all design projects from conception to delivery
- Promoted from Graphic Designer to Creative Director in 2011
- Redesigned and maintained agency website
- Implemented, maintained, and promoted branding standards
- Acted as photographer for various events and community service
- Provided marketing team outsourced price quotes and project updates
- Organized shoots with staff and clients for promotional material
- Created and maintained document and photo archival system
- Managed and mentored junior designers and vendors
- Participated in brainstorming and planning meetings

Beverly Arts Center, 2017 – 2018

Graphic Designer, Photographer, and Marketing Lead

- Translated creative direction into print and web designs
- Updated and managed website
- Designed advertisements for various events
- Collaborated with artists to create promotional materials
- Provided photographic coverage of events and classes
- Designed and printed seasonal class catalogs
- Led and facilitated weekly marketing meetings
- Delegated responsibilities to marketing team members
- Implemented new strategies to engage targeted demographics
- Managed and trained Graphic Design interns
- Developed and maintained consistent branding standards

Chicago Tribune, 2008 – 2009

Graphic Designer

- Created mock ads targeting external businesses to sell advertisement space in the Chicago Tribune and its affiliate print and web-based products
- Ensured design elements met the brand standards for each target business
- Communicated with internal stakeholders about project progress
- Produced tween-based motion graphics and micro-sites
- Collaborated with co-designers on complex marketing campaigns