

ALEJANDRA OLAVARRIA

GRAPHIC DESIGNER



CONTACT

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PROFESSIONAL SUMMARY

I'm a passionate graphic designer with a knack for crafting innovative solutions that elevate brands. Over the years, I've become a trusted teammate and project manager, ensuring projects hit deadlines and exceed expectations. I'm an Adobe Creative Suite whiz, and I love transforming complex ideas into captivating visual stories that resonate with audiences. I'm eager to share my expertise and help businesses thrive! I thrive in both independent and collaborative environments, and I'm a quick learner who adapts to new processes seamlessly. My resourceful and results-oriented approach is fueled by a desire to grow and find efficient solutions that perfectly align with your company's needs. Specializing in digital and print design, with a focus on brand identity and logo creation, I'm truly passionate about crafting visuals that empower clients to achieve their goals.

EXPERIENCE

Graphic Designer

2022.01 - 2023.01

Warren Endeavor,

- Designed graphics for social media campaigns, such as Facebook ads and Instagram posts.
- Edited photos in Photoshop to enhance their quality for use in print or digital formats.
- Collaborated with clients to determine design requirements and objectives.
- Completed creative deliverables within established deadlines.
- Maintained a high level of accuracy while adhering to tight deadlines.
- Created illustrations using Adobe Illustrator tools and Procreate on the iPad to meet specific project needs.
- Ensured all artwork was accurate before submitting it for final approval by clients.
- Created innovative designs for websites and logos, utilizing Adobe Creative Suite software.
- Proofread designs for errors before final printing or publishing.
- Planned presentation of materials, products, and services.
- Conducted research on competitors and market trends.

Junior Graphic Designer

2020.10 - 2021.12

Afternoon Culture,

- Designed promotional materials such as brochures, flyers, posters and banners.
- Maintained brand consistency across all digital platforms through careful design choices.
- Worked closely with copywriters to create visually appealing content for websites and social media accounts.
- Managed multiple projects simultaneously while meeting tight deadlines.
- Utilized strong typography skills to produce eye-catching layouts for various projects.
- Generated new ideas for logo designs based on customer requirements.
- Created logos, icons, illustrations, and other graphics to support marketing campaigns.
- Completed creative deliverables within established deadlines.
- Oversaw design process with each client from initial idea and

concept to final production.

- Researched industry trends to inform design decisions.
- Created designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts.
- Proofread designs for errors before final printing or publishing.

Barista and Museum Docent

2018.01 - 2019.12

TAD Cafe/SCAD Museum of Art,

- Acquired in-depth knowledge about the museum's collections, exhibits, and artifacts.
- Staying updated on any new additions or changes to the exhibits.
- Welcoming visitors and providing a friendly and approachable presence.
- Assisting visitors with information, directions, and answering questions.
- Tailoring communication to suit the needs and interests of different groups.
- Brewing and preparing various coffee beverages, including espresso, cappuccino, latte, and drip coffee.
- Monitoring and restocking coffee beans, milk, syrups, and other supplies.
- Working quickly and efficiently during peak hours to handle a high volume of orders.
- Prioritizing tasks to ensure timely service.
- Keeping track of inventory levels and notifying management when supplies are low.

Graphic Design Intern

2017.01 - 2018.08

Inchcape Motors (BMW),

- Created original graphic designs for marketing materials such as brochures, flyers and posters using Adobe Creative Suite.
- Provided creative input into brainstorming sessions with the design team.
- Produced high quality output within tight deadlines while maintaining accuracy of work.
- Utilized typography principles to create engaging layouts and visuals.
- Assisted senior designers in production processes by providing technical support when needed.
- Designed logos and branding materials for company's products and services.
- Collaborated with marketing team to develop concepts for campaigns and promotions.
- Edited digital photos and images for use in print media and online publications.

EDUCATION

Monroe College, New Rochelle, NY

Expected graduation Aug

*Master of Business Administration (M.B.A.): Marketing
Candidate*

2025

Savannah College of Art and Design
(SCAD), Savannah, US

Aug 2020

*Completed coursework towards Bachelor of Fine Arts:
Graphic Design & Publication Design*

SKILLS

Graphic Design
Adobe Creative Suite
Presentation Design
Packaging Design
Branding and Identity
Social Media Design
Color Theory
Digital Design
Print Design
Team Collaboration
Illustration and Design
Creative and Innovative

LANGUAGES

- **English**
Fluent
- **Spanish**
Native