



# OLIVIA VIOLA

## ART DIRECTOR

### SKILLS

Art Direction • Graphic Design • Branding  
UX/UI Design • Web Design  
Front End Development • HTML5/CSS3  
Team Building • Empathy • Collaboration  
Relationship Management

### EDUCATION

Bachelor of Advertising Design (2014)  
**OCAD University**

Intro to Front End Development (2014)  
User Interface Design (2016)  
**Brainstation**

### SOFTWARE

Adobe Creative Suite • Sketch • Figma  
Final Cut Pro • Capture One  
WordPress • Unbounce • Sublime Text  
Microsoft Office • G Suite • Mailchimp  
Wrike • Asana • Redbooth

### CONTACT

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### EXPERIENCE

#### **VISUAL DESIGNER - TouchBistro (2018 - Current)**

Design marketing collateral for Demand Generation, Product Marketing, and other company initiatives. Responsibilities include landing pages, direct mail, social posts, one pagers, storyboarding, designing print and web assets.

#### **DESIGNER - Watt International (2016 - 2018)**

Involved in creating interior and exterior signage of all McDonald's restaurants across Canada. From directing photo and videos shoots, typography, branding, packaging design, UI design and working with dielines.

#### **ART DIRECTOR - Marshall Fenn Communications (2015 - 2016)**

Collaborated with copywriter in brainstorming, and mocked up ideas for pitch decks. Involved in projects such as logo design, rebranding, style guides, business cards, brochures, display ads, and social posts.

#### **ART DIRECTOR - TheRedPin (2014 - 2015)**

The sole creative in Marketing responsible for conceptual thinking, project management, brainstorming, storyboarding, scripting and executing advertising initiatives, as well as internal branding projects and processes.

#### **JUNIOR ART DIRECTOR (CONTRACT) - Inventa (2014)**

Brainstormed and mocked up designs for experiential events and marketing, including swag items and truck decals. Wireframed and designed UI for web. Ideated for social media campaigns. Created print-ready production files.

### GIVING BACK

#### **MENTOR - Designlab (2019 - Current)**

Remotely mentors 2-3 students per month for Design 101 course. Responsibilities include reviewing work daily, providing feedback, and engaging students through positive reinforcement and moral support.