

Olivia Soule Nelson

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education

Northeastern University, Boston, MA

BFA Degree in Graphic & Information Design
May 2020

Dean's List 2016 – 2020

Bishop Highest GPA Award 2020

Foundation for International Education,

London, England

Study Abroad, Fall 2015

skills & software

Adobe Creative Cloud

Agile Process

Sketch

Figma

InVision

UserTesting.com

Studio Photography

DSLR cameras

Microsoft Office

MailChimp

leadership

Principal Designer, Sexual Violence Prevention
Association

interests

Guessing dog breeds

Reading fantasy books

Women, Gender & Sexuality Studies

Cooking New York Times recipes

Watching the latest TV shows and movies

Obsessively listening to podcasts

experience

Freelance Designer, Olivia S. Nelson Design

July 2020 – Present | Boston, MA

Work with 7+ clients and small businesses to create brand identities, print assets, and marketing websites with e-commerce platforms; increased website engagement and media recognition. Present proposals and weekly designs to clients for websites, logos, brand identity, and business cards.

Junior UX/UI Designer, Tripadvisor

July – August 2019 | Needham, MA

Supported team of 7 UX/UI designers for Tripadvisor's Flights, Cars, and Cruises pages. Improved UX/UI on 6+ outdated pages, created internal marketing materials, conducted user research, and UX/UI testing through usertesting.com to refine customers' experiences. Presented weekly to team members and clients regarding upcoming projects.

Graphic Design Co-op, Ronik Design

July – December 2018 | Brooklyn, NY

Collaborated closely with creative directors, designers, and developers. Designed UX/UI, marketing materials, social media content, email campaigns, storyboards, and animated marketing assets. Designed interface for JFK Terminal 4 Kiosk; resulted in improved travelers' navigation and promoted special events or sales in terminal. Conducted customer and user research on competing companies to refine UX for new retail website. Select clients included WeWork and Reuters.

Project Lead, Scout Student-Led Studio

January – April 2018 | Boston, MA

Managed team of 2 designers and 1 developer to create branding, packaging, web design, and develop UX/UI designs. Coordinated design, development sprints, and brand identity exploration activities. Facilitated weekly internal meetings, client meetings, and client communication through meeting recaps and agendas.

Graphic Design Co-op, New England Conservatory

July – December 2017 | Boston, MA

Implemented rebrand and developed comprehensive system for future usage of brand throughout the institution. Redesigned 20+ internal print communication materials ensuring cohesive brand identity. Created print materials, website assets, and social media graphics to promote New England Conservatory's hundreds of events and concerts.