

OLIVIA BLOOM

Visual, UX, and Brand Designer

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(650) 388 8630

EDUCATION

New York University

Tandon School of Engineering
B.S. Integrated Design and
Media, '22
Minor: Art History
Summa Cum Laude, GPA 3.96

Whitney Museum of American Art

Online Enrichment Program
Jun-Aug 2020, by invitation

SKILLS

Figma
Adobe Suite (Illustrator,
Photoshop, XD, InDesign,
AfterEffects)
Wireframes and Prototyping
Design Thinking and User
Research
Design Systems
Brand Design and Identity
Motion Graphics
HTML/CSS

PROJECTS

Swatched

Designer and Creator, Exploratory
gallery-inspired website

OliviaBloomShop Etsy Shop

Owner and Creator

INTERESTS

Consumer Goods
Packaging Design
Fashion history and design
Interior Decorating and Products

References upon request.

EXPERIENCE

Ahara | Contract Designer

Sep 2023-Present

- Craft responsive email campaigns and web and app UI designs at a precision nutrition startup founded by industry veterans Julie Wainwright and Dr. Melina Jampolis
- Collaborate closely with VP of Marketing Communications & Brand Development to convey information in a user-friendly and visually appealing manner, enhancing subscribers' engagement
- Design work that stands out in a competitive landscape, contributing to growth and the dissemination of credible health and wellness information

Freelance | Freelance Designer

March 2015-Present

- Work with various startups and individuals in videography, graphic, web, print, and visual design
- Create website designs, ads, logos, business cards, book covers, and pitch decks
- Practice user testing to make user-focused design choices

Avanade | Visual Designer

Aug 2022-Feb 2023

- Led and completed a website redesign project including research, wireframes, branding (color, typography, animation), and visual design
- Contributed to user experience research, competitive analysis, personas, journey maps, and design thinking sessions
- Designed iterative wireframes, design guides, visual design compositions, and clickable prototypes
- Worked for clients in industries including financial services, education, insurance, and humanitarian aid

Avanade | Visual Design Intern

Jun 2021-Aug 2021

- Redesigned an internal call center interface with user journey maps, wireframes, visual design, and style guides
- Attended client calls and carried out user testing to iterate on designs and find the most desirable solutions
- Wireframes for a public-facing website for an educational services company

Pantsuit Professionals | Design Intern

Apr 2020-Aug 2020

- Contributed to style guides, designed wireframes, and applied visual design to clickable prototypes for website and app
- Designed icons, illustrations, media kits, look books, and motion graphics for social media and website landing pages
- Collaborated with key stakeholders and developers

Motto Pictures | Contract Graphic Designer

Sep 2020-Nov 2020

- Designed a graphic for various printed merchandise for Sundance 2020 film premiere
- Designed and formatted a set of Instagram posts for promotional film announcements
- Worked with existing film poster designs to maintain uniform visual identity for film assets