

# Olivia Coetzee

Graphic Designer and Illustrator

[oliviacoetzee.com](http://oliviacoetzee.com)

Graphic Designer with a demonstrated history in the education and luxury fashion sectors. Skilled in Adobe Illustrator, Photoshop, InDesign, course production, 508-compliance accessibility standards, and illustration. Self-starter with a proven ability to collaborate and problem-solve with attention to detail and a big love of running and photography.

## Education

### MA, Design Research, Writing &

#### Criticism

School of Visual Arts, New York, NY May 2016 - 2017

#### BA, Graphic Design

North West University, Potchefstroom, South Africa Jan 2012 - Dec 2015

- Graphic + Digital Design
- Advanced Illustration & Art History
- Firm drawing foundation, branding, advertising & thorough exposure to the Adobe Creative Suite.
- 2015 Awarded a Solo exhibition and "Best Female Visual/ Performing Artist at the North West University for 2015."

#### Honours degree, Art History

North West University, Potchefstroom, South Africa Jan 2021 - Dec 2021

- One year post graduate program with a focus on contemporary and South African Art through writing, exhibits and public speaking
- Thesis: "The Ethics of Care in Maira Kalman's book, Women

## Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Canva
- Microsoft Word

## Experience

### Graphic Designer, Freelance | Lafayette, California | March 2024

- Self-Management and close attention to detail during the production of freelance projects such as printed banner design, brand guidelines and a Summer Running Branding using **Adobe Illustrator, Photoshop & InDesign** for Northgate Cross Country Summer Running, "OK Then" publishing house in Pittsburgh, PA and "Lamorinda Band" graphic design, poster design and custom hand drawn website illustrations using **Procreate, & Adobe Illustrator**.

### Graphic Designer, Cultivate Learning, University of Washington | Feb 2023 - Feb 2024

- Designed & used existing **Word, PowerPoint**, templates & forms in support of the production of courses, modules, & trainings for digital and printed (brochures, flyers) media according to **508-compliance accessibility standards for educators**.
- Collaborated with content developers to visually create design solutions & clear communication for revisions through Outlook, Teams, project management software (**Asana**), & meetings.

### Graphic Designer, McMullen Luxury Clothing | Oakland, CA | Feb - Nov 2022

- Campaign design, ideation & creation from strategy, photo manipulation for advertisements, using **Illustrator, Photoshop, InDesign, Procreate, Canva** and **After Effects**, (daily marketing emails, Instagram, reels, website & ads. Instagram following grew 5k in the time I was there.
- Leading photography for events, campaigns, and social marketing as well as asset creation according to specific formats for digital design. Collaborated with the marketing team to integrate Sponsorship Marketing techniques into the design of promotional materials.
- Printed collateral design for hang tags, signage, big window treatments, wraps, banners, etc.

### Painting Instructor, Paint the Town, Bay Area, CA | Oct 2021 - Mar 2022

- **Leading and teaching** basic elements of art & techniques to paint & complete art through practical instructions & demonstration.

### Assistant Coach, Northgate High School, Walnut Creek, CA | Jun 2018 - Apr 2021

- **Educational**, motivational, collaborative environment. **Non-Profit Experience**. Assisting with cross-country training with high school students by leading programs, exercises, gear & best recovery methods.

### Junior Art Director, Mpowerd, New York City, NY | May - Nov 2017

- Packaging design, printed and digital content using **InDesign & Illustrator, motion graphics, animation, video editing for campaign strategy, advertisements, ads, presentations & email blast designs** in Mail Chimp, templates & packaging modification according to set Brand Guidelines and collaboration with the marketing team.

### Volunteer Intern, Neue Gallerie, New York City, NY | Apr - Aug 2016

- **Non-Profit experience**, direct communication and interaction with visitors, responsible for membership mail, & the creation and design of an intern book.

## Other

- Afrikaans - fluent
- Long distance runner
- Water color illustration

- Microsoft PowerPoint
- Klaviyo, Mailchimp
- Email marketing
- Packaging + print design
- Photography
- Illustration
- Social Media Design
- 508-compliance Accessibility Standards