



Olivia Coetzee

Graphic Design and Illustration

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Experience

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

- Created & used existing Word, PowerPoint, templates & forms in support of the production of courses, modules, & trainings for digital and printed media according to 508-compliance accessibility standards.
- Collaborated with content developers for design solutions & clear communication for revisions through Outlook, Teams, project management software (Asana), & meetings.
- Produced & revised custom graphics (icons, diagrams + charts) using Adobe Illustrator & InDesign, digitally enhanced & manipulated photographs.
- Created, reviewed & edited print & digital material for accuracy and adherence to design standards & consistent brand guidelines, offered recommendations for improving quality, consistency, & usability.
- Converted conceptual information & written material into informative visuals that effectively & simply convey key information.

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

- Campaign design, ideation & creation from strategy, to execution. Creating Assets in various formats for daily emails, Instagram, reels, website & ads. Printed collateral design + creation (hang tags, signage, window treatments).

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

- Teaching basic elements of art, principles of design, & painting techniques to paint & complete pre-chosen images through practical instructions & demonstration.

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

- Experience working in a people-oriented, motivational, collaborative environment. Assisting with cross-country training with high school students by explaining programs, exercises, gear & best recovery methods.

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

- Created printed & digital content for the marketing team. Projects included motion graphics, animation, video editing for campaign strategy, advertisements and email blast designs in Mail Chimp, as well as templates & packaging modification according to set Brand Guidelines.

Volunteer Intern, Neue Galerie, New York City, NY Apr - Aug 2016

- Assisted as an intern on more general terms, answered phones, mail, & the design of an intern book.

Skills

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|------------------------|---------------------------|-------------------------|---------------------------|
| • Adobe InDesign | • PowerPoint | • Illustration, various | • Klaviyo, Mailchimp etc. |
| • Adobe Illustrator | • 508-compliance | • mediums | • Video Editing |
| • Adobe Photoshop | • Accessibility Standards | • Animation + Motion | |
| • Adobe Acrobat | • Familiar with | • Graphics | Other Interests |
| • Adobe Creative Suite | • ShareBrowser, Webdam, | • Campaign Strategy | • Bilingual - Afrikaans |
| • Microsoft Word | • organizational software | • Email design | • Marathon + trail runner |

Education

Honours degree in Art History North West University, Potchefstroom, South Africa Jan 2021 - December 2021

- One year post graduate program with focus on contemporary art & a deep analysis of critical theory & art history.
- Thesis: "The Ethics of Care in Maira Kalman's book, Women Holding Things."
- Strong emphasis on contemporary & South African art, critical analysis through writing, presentations & public speaking.

MA degree in Design Research, Writing & Criticism

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

- Research tools & methods to create human-centered narratives about design, impact on the individual, society & the environment.
- Various research papers, essays & a published article in Design observer "Safety isn't Safe" through a class from Steven Heller.
- Public speaking, interview, hands on research & archive experience.
- Thesis: "The Design of lighting for Safety in South African Townships."

BA degree in Graphic Design North West University, Potch, South Africa

January 2012 - December 2015

- Focus: Graphic & Digital Design, Illustration & Art History
- Firm drawing foundation, branding, advertising & thorough exposure to the Adobe Creative Suite.
- 2015 Awarded a Solo exhibition for my Final Year Project, "The Traditions we Inherit," for which I won an award for "Best Female Visual/Performing Artist at the North West University for 2015."