

# OLIVIA JAMES

/ **GRAPHIC DESIGNER**

303.862.0442

oliviajoleenjames@gmail.com

oliviajames.us

## CURRENT ROLE

### **AEROTEK, HANOVER, MD**

April 2019 - Present FTE

*Graphic Designer*

- Strengthens the portfolio of brands by providing brand creative support for the organization, creating a seamless experience across internal and external touch points
- Expanding the existing guidelines and evolving brand applications to refresh and modernize the look/feel through new brand awareness campaigns and sales/mktg materials
- Partners with content, digital and development teams to create unique engagement opportunities for users across social media, digital marketing and web experiences like campaign microsites, whitepapers and visual ebooks/reports
- Utilizes PM experience to identify opportunities to improve design team process across engagement, execution, review and completion of projects
- Improves overall usage of project management tool by maintaining request forms, automations, product updates and team training

## // PAST WORK EXPERIENCE

### **SCOTT'S BASS LESSONS, REMOTE**

July 2017 - December 2018 Contract

*Creative Director & Project Manager*

- Restructured organization and leadership team roles & responsibilities
- Developed internal processes and standards: project mgmt methodology & operational tools, document and asset repository, meeting cadence & structure and reporting requirements
- Expanded visual brand, created styleguide and library of brand assets and resources

### **WORKHORSE 45, LITTLETON, CO**

July 2016 - December 2016 Contract

*Director of Accounts & Art Director*

- Managed all projects, client and vendor relationships
- Rebuilt internal process spanning project mgmt software, client meeting structure, implementation of Scrum practices and hire of Senior Art Director position
- Created GTM strategies, website architecture & wireframes and content as billable services
- Assisted with creative direction on various projects

### **ASPENWARE & AVENTEER, DENVER, CO**

November 2015 - June 2016 Contract

*Marketing Manager & Graphic Designer*

- Created GTM strategy for established tech company and sister startup
- Collaborated on strategy, designed & managed web redesign projects for both DBAs
- Planned, designed & developed targeted campaigns including: AdWords, copy, design and development of landing pages and emails, and marketing automation setup
- Coordinated sponsorship of Boulder Startup Week & corresponding presence at events, designed and produced all materials, and organized team schedule

### **K2, DENVER, CO**

December 2013- September 2015

*Program Manager*

- Established creative & digital engagement and execution process to service global marketing org
- Implemented Scrum project mgmt principles through team leadership, coaching & PM tool setup
- Managed corporate marketing team spanning strategy, copywriting, design and development
- Created operating rhythm including project mgmt software, cadence of release plans, meeting structure and creative brief forms

### **K2, DENVER, CO**

August 2012- November 2013

*Graphic Designer*

- Designed campaign parallax microsite
- Collaborated with Product Mktg to create illustrated thought leadership paper
- Participated in the redesign of K2 brand including style guide, website & collateral mktg materials
- Illustrated product capabilities with hand drawn sketches

### **HANDS DOWN CREATIVE, ST. PETERSBURG, FL**

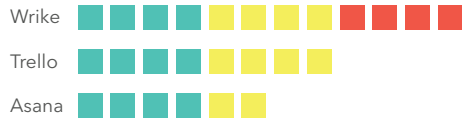
May 2009 - June 2012

*Co-Founder, Project Manager & Designer*

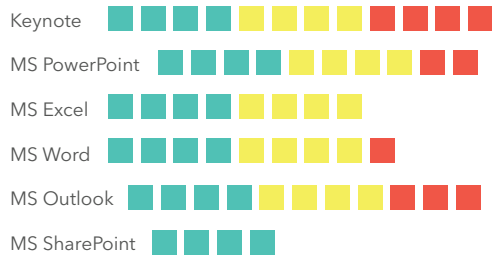
- Founded startup & managed over 30 projects and events ranging in scope, budget and co. size
- Responsible for all client and vendor relationships
- Developed and managed a team of designers and freelancers
- Created all company creative briefs, contracts, forms, business plan and operating rhythm

# SOFTWARE SKILLS

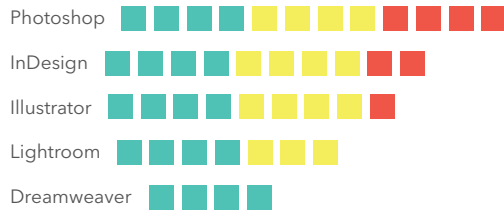
## PM TOOLS



## ADMIN TOOLS



## DESIGNER TOOLS



## DIGITAL MARKETING TOOLS



# EDUCATION

## BFA GRAPHIC DESIGN

2007 - 2012

International Academy of Design & Technology

**Cum Laude Honors**

**President's List 2007 - 2010 / Dean's List 2010 - 2012**

# CORE SKILLS

## MARKETING & DESIGN

Branding  
Art & Creative Direction  
Go-to-market Strategy & Planning  
Content Strategy & Execution  
Campaign Planning & Execution  
Digital: Wires, UI/UX & Design  
Publication & Editorial  
Environmental Graphics  
Typography & Illustration  
Packaging

## PROJECT MANAGEMENT

Agile/Scrum  
Project & Release Planning  
Task Management  
Time & Resource Management  
Risk Management  
Communications  
Scheduling  
Team Leadership & Coaching

# COMMUNITY

## SWANKY SOIREE

2011 - 2012

Event Planning Committee & Services Vendor

### Annual Fundraiser Event benefitting Brookwood Florida

Provided project & production management, graphic design and web services on a pro-bono basis for all print and digital materials for event marketing and day-of execution.

## SEAS USF, STUDENT ORGANIZATION

November 2010

Team Leader, Project Manager, Art Director

### Undergraduate PM Course Project

Lead team of students in pro-bono branding & web project for local student organization that included brand identity package, stationary, collateral, environmental banners and website design & development.

## BIG BROTHERS, BIG SISTERS

2008 - 2009

### Volunteer

Provided mentorship and support as a role model through activities, quality time and relationship building for assigned youth dealing with troubled childhoods, difficult neighborhoods, peer pressure and negative influence.

# KEY PROJECTS & RECOMMENDATIONS 1/2

## K2 CREATIVE & DIGITAL MARKETING PROCESS

**GOAL:** Educate and train a team of eight on the principles, methods and results of agile, particularly Scrum, project management

**DELIVERABLES:** PM Tool Structure & Training, Creative Briefs, Sprint Planning & Stand Ups, Process & Guidelines Interactive PDF, Scrum Wall, Sprint MVPs, Team Spotify Playlist

// Olivia is a ship captain. Not in a maniacal, grizzled, Ahab sort of way. Indeed, Olivia's gifts are focus, organization, creativity and whatever you call that thing where someone can herd cats really, really well.

She's never intimidated by scope. Instead, she methodically surveys the landscape, identifies obstacles and suggests routes around them, harmonizes all the moving

pieces and parts, and then motivates the team to deliver, often ahead of schedule and north of expectations.

Olivia has a rare spirit and an infectious energy. We will work together again someday, and that's a day I look forward to. //

**Chris Tomeo, Creative Designer, Adjy**

## K2 BRAND & K2.COM REFRESH

**GOAL:** Evolve the company brand and ensure consistent messaging and visual direction worldwide to optimize brand awareness and sales/marketing capabilities.

**DELIVERABLES:** Global Creative Request Process, Brand Style Guide, Collateral Catalog, Company Posters, Whitepaper, Case Study and Communications Templates, Stationery & Internal Templates, Website Rearchitecture & Redesign

// I've worked with Olivia for almost three years and she is a powerhouse of project management and creative knowledge. She manages large, strategic initiatives and global teams with an approach that ensures the success of the individuals and the company. She has a unique ability to diagnose issues within a project or process and will quickly find a way to fix it while maintaining a very high standard of communication across all levels of the company.

I've worked with a lot of project managers over the years and Olivia is kind of a unicorn. She understands all aspects of the creative process, can design anything in record time and is also one of the most organized people I know. She gets digital,

UX, content and creative and provides valuable feedback and direction in these areas when it's needed.

With Olivia involved, I'm confident that any marketing team can achieve a higher standard of quality and efficiency. That's certainly what she's done for us at K2. //

**Todd Lilienthal, Director of Digital Strategy, K2**

# KEY PROJECTS & RECOMMENDATIONS 2/2

## METACOASTAL DBA'S BRAND STRATEGY

**GOAL:** Create a cohesive visual brand family for the organization, its four subdivisions and 13 brands within the enterprise.

**DELIVERABLES:** Storyboard and presentation outlining variations of brand family and individual brands including applications across web, digital marketing and print collateral.

// I worked with Olivia during her short stint as our contract Creative Director and Program Manager, and I certainly wish she could have stayed on board longer. At the time I had been with the company for eight years and was in a bit of a rut creatively. We had no creative leadership in my time there and most work was done in short turnarounds and with little care or attention to the overall brand or messaging. In all honesty, I wouldn't have added any of the work to my portfolio, and overtime I just became accustomed to the monotony, until Olivia came.

She brought an energy, motivation and passion that lifted me out of my rut, reminded me that I am a good designer and really began to put thought and function to the work. Her ability to see the bigger picture, strategize brand direction both visually and in messaging, along with her attitude, leadership and passion made me excited to come to work again, and even moreso to pull out my sketchbook and let my creative juices flourish. //

**Flavia Oleniewski, Senior Graphic & Web Designer, TAN**

## AEROTEK BRAND TEAM

**GOAL:** Build an internal brand team in order to reduce dependencies on external agencies for all brand and marketing deliverables.

// Olivia is a truly gifted creative designer and brand strategist. Her creative and UX design skill is second to none - the product is consistently beautiful and brings an expert level of consideration to the business' goal. Olivia thinks deliberately around where a brand is and where it should go and applies that to the work being done. I serve as project manager for different campaigns, microsite and branding initiatives that Olivia has designed for in full, and she is one of those people that you get really excited to work with. She takes it upon herself to collaborate with all of those involved, is a great partner throughout the project, and will always push the boundaries in the right direction to advance the creative work and our brand.

Olivia is a natural leader to those she works with not only due to the design expertise she can offer, but in her ability to allow others to ask questions and improve their own craft as well. It is always a pleasure to see what she will create next! //

**Madeline Mahon, Marketing Program Manager, Aerotek**

OLIVIA JAMES

303.862.0442  
oliviajoleenjames@gmail.com  
oliviajames.us