

RIAN OLSON

GRAPHIC DESIGN

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Portfolio: www.rianolson.com

SOFTWARE EXPERTISE

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Adobe Premiere Pro
- Adobe After Effects
- Figma
- Microsoft Office

SUMMARY

With over 15 years of experience as a highly dynamic Senior Graphic Designer, my expertise lies in curating impactful corporate brand identities, including brand asset collateral, motion graphics, and user experiences. Possessing exemplary critical thinking skills and known for a collaborative approach, I thrive in fast-paced environments. Having worked in both remote and onsite positions, I'm a self-starter with a keen ability to manage multiple concurrent projects. I am an expert in industry-standard creative software, including UX and video production tools.

PROFESSIONAL EXPERIENCE

CEVA Logistics | Sr. Graphic Designer | 4/2022 to 1/2024

- Curated engaging PowerPoint decks to streamline executive communication for monthly CEO town halls.
- Developed a robust portfolio of various marketing collateral, including infographics, social posts, motion graphics and videos.
- Supported the web design team by crafting UX-focused web and email designs using Figma.
- Produced videos using Premiere and After Effects to boost impressions and enhance online engagement.
- Led the companywide SharePoint site implementation and organized assets for streamlined access.
- Conceptualized and executed tradeshow exhibit designs by creating innovative and visually appealing booth graphics, videos, and event specific marketing collateral.

Ingram Micro CLS / Shipwire | Sr. Designer Brand & Marketing | 2/2017 to 4/2022

- Utilized Figma to design and develop web and email user experiences, contributing to the implementation of overarching marketing strategies.
- Managed the design, field mapping, and implementation of pack slips on the Shipwire platform, along with creating Shipwire platform page mockups and assets.
- Enhanced search engine optimization (SEO) for the corporate YouTube account, resulting in over 100 new subscribers within the first 3 months.
- Crafted marketing campaign collateral to maintain brand standards, contributing to organizational success.
- Produced videos using Premiere and After Effects to promote partner relationships and initiatives.
- Oversaw internal SharePoint site design and assets to ensure seamless information access.

ComPsych Corporation | Sr. Graphic Designer | 2/2008 to 2/2017

- Designed 100+ monthly projects encompassing sales and marketing collateral, podcasts, and videos.
- Produced an award-winning wellness newsletter, reaching 75,000 clients and enhancing brand visibility.
- Developed formats, templates, and processes for promotional materials in 30+ languages.
- Conceptualized innovative strategies to encourage client engagement through various mediums.
- Led design initiatives, corporate presentations, and product overviews to ensure creative alignment.
- Mentored junior designers on brand identity and department guidelines to establish consistent and high-quality deliverables.

EDUCATION

- B.A. in Graphic Design from Columbia College Chicago.