

PORTFOLIO

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PROFESSIONAL SUMMARY

Creative and detail-oriented graphic designer with experience in integrated campaign development, brand identity, editorial layout, and UX/UI design. Proven ability to collaborate on interdisciplinary teams, contribute to strategic creative direction, and develop polished visual design solutions.

EDUCATION

Western Kentucky University

Bachelor of Fine Arts, Visual Arts
Concentration in Graphic Design

Certificate in User Experience

Summa Cum Laude, May 2026

President's List, 2022-2026

SKILLS

Design

Brand Identity Design, Editorial & Layout Design, UX/UI Design, Presentation Design

Software

Adobe InDesign, Illustrator, Photoshop, Figma, WordPress, Canva, Google Slides, PowerPoint

Creative Strategy & Workflow

Creative Strategy, Audience Research, Customer Personas, Collaborative Design, Leadership

HONORS AND AWARDS

First Place, District 5 National Student Advertising Competition, 2026

3rd Ranked, National Semi-Finals, National Student Advertising Competition, 2026

First Place Graphic Design, The Her Show Juried Exhibition, 2026

Best Applied Design, WKU Student Juried Exhibition, 2025

Olyvia Cool

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PROFESSIONAL EXPERIENCE

Lead Graphic Design & Creative Strategy Intern

Imagewest, Bowling Green KY, August 2025 - Current

American Advertising Federation National Student Advertising Competition (NSAC) Campaign Team

- Served as a creative strategy lead on integrated NFL youth wellness campaign, helping shape campaign direction, messaging, and audience engagement strategies
- Directed page design and visual consistency for key sections of the campaign plans book, ensuring cohesive storytelling and polished presentation design
- Conducted market and audience research, developing customer personas and insights used to guide campaign decisions and creative positioning
- Coordinated live pitch presentation materials, including wardrobe costume preparation for experiential components
- Managed quality control for the final presentation deck

Kentucky Native American Heritage Commission

- Conducted visual and audience research to support brand positioning and outreach strategy development
- Designed promotional and informational materials, including brochures and presentation assets for use at community events and educational outreach initiatives
- Contributed to client pitch presentations through design development, visual refinement, and collaborative feedback

Marketing Intern

Steve Woodrum State Farm, Georgetown, KY, May 2023 - July 2024

- Supported planning and execution of community marketing events, including the Annual Chili Cook-Off, through promotional design, social media content creation, and event coordination
- Created branded social media graphics and promotional video content to support local outreach and audience engagement
- Served as a primary client-facing representative, managing reception operations, customer inquiries, payments, and day-to-day client communication
- Executed 5-10 daily client outreach initiatives to increase Google review engagement and strengthen the agency's digital presence