

OLIVIA BENNETT

Visual Storyteller & Graphic Designer

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CREATIVE PROFILE

I transform ideas into visual experiences that captivate, communicate, and connect. With a passion for color theory and typography, I craft designs that speak to the heart while serving strategic objectives. My 6-year journey in the creative field has equipped me with the versatility to move between print and digital realms, always bringing a fresh perspective to every project.

DESIGN SKILLS

- Brand Identity Development
- Editorial & Publication Design
- Packaging Design
- Digital Illustration
- UI/UX Fundamentals
- Typography & Lettering
- Motion Graphics
- Photography Direction

CREATIVE EXPERIENCE

SENIOR GRAPHIC DESIGNER

Spark Creative Agency, Philadelphia, PA *March 2022 - Present*

I breathe life into brands through thoughtful visual systems that stand the test of time. At Spark, I've led the visual direction for clients across fashion, food & beverage, and non-profit sectors.

- Reimagined a 25-year-old local restaurant's brand identity, resulting in 40% increased social engagement
- Crafted a visually stunning annual report for a major environmental non-profit that helped secure \$1.2M in additional funding
- Developed packaging system for an artisanal chocolate brand now stocked in 35+ boutique retailers
- Mentored junior designers in concept development and client presentation techniques
- Led internal workshops on sustainable design practices and accessibility considerations
- Collaborated with copywriters and strategists to ensure cohesive brand messaging

GRAPHIC DESIGNER

Modern Media Group, New York, NY *January 2020 - February 2022*

I balanced creative vision with practical execution for this fast-paced publishing house, designing for both print and digital platforms.

- Designed layouts for monthly lifestyle magazine with 125,000+ circulation
- Created social media graphics that increased follower engagement by 28%
- Developed visual identity for three major annual events
- Collaborated with editorial team to establish cohesive visual storytelling across platforms
- Designed responsive email templates that improved click-through rates by 15%
- Illustrated custom graphics for special feature articles

JUNIOR DESIGNER

Boutique Design Studio, Philadelphia, PA *June 2018 - December 2019*

I honed my craft working on diverse client projects while absorbing knowledge from senior creatives.

- Assisted in brand development for local businesses and startups
- Created print collateral including business cards, brochures, and promotional materials
- Designed social media assets and basic websites for small business clients
- Participated in brainstorming sessions and concept presentations
- Managed production files and prepared designs for print

DESIGN TOOLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Figma & Sketch
- Procreate
- Cinema 4D (Basics)
- HTML/CSS (Working Knowledge)
- WordPress
- Wacom Tablet Mastery

EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

Rhode Island School of Design, Providence, RI *2014 - 2018* * Concentration in Typography * Semester Abroad: Central Saint Martins, London * Senior Thesis: "Visual Language in the Digital Age"

AWARDS & RECOGNITION

- AIGA Philadelphia Design Excellence Award, 2023
- Communication Arts Design Annual Feature, 2022
- Adobe Design Achievement Awards, Honorable Mention, 2021
- Graphis New Talent Annual, Silver Award, 2018

EXHIBITIONS & SPEAKING

- “The Future of Print” - Panel Speaker, Graphic Design Festival, 2023
- “Typography as Voice” - Solo Exhibition, Philadelphia Art Gallery, 2022
- “Emerging Designers Showcase” - Group Exhibition, New York Design Week, 2020

CREATIVE APPROACH

I believe design should evoke emotion, solve problems, and leave a lasting impression. My process embraces both intuition and strategy—blending research, exploration, and refinement to create work that resonates. I’m not afraid to push boundaries while maintaining sight of the fundamental purpose behind each project.

PERSONAL PROJECTS

- Founder of “Design for Good” - A monthly meetup connecting designers with local non-profits
- Creator of “Type & Hike” - An ongoing series combining typography with nature photography
- Volunteer design mentor for high school arts program