

OLIVIA HOUSTON

OLIVIALHOUSTON3@GMAIL.COM (401) 743-9637 WWW.OLIVIA-HOUSTON.COM

EXPERIENCE

**L'OREAL
MAYBELLINE**
NEW YORK, NY
MAR 2022 - SEPT 2024

PACKAGING DESIGNER

- Conceptualized and produced primary + secondary packaging for products targeting specific regions (Asia, Emerging Markets, Europe, Global)
- Managed mask creation, reviewed proofs, and approved production materials
- Developed briefs and storyboards for photographers/producers and vendors for photoshoots, comps, renders + CGI assets
- Designed an array of creative materials for the brand experience team (merch, holiday kits/cards, influencer mailers, stickers)
- Executed various retouching and photo manipulation requests for marketing decks, dossiers + global presentations

**ESTÉE
LAUDER**
ORIGINS
NEW YORK, NY
OCT 2021 - MAR 2022

DIGITAL DESIGNER

- Designed and executed digital e-commerce projects for Origins.com, including weekly email campaigns optimized for desktop and mobile
- Crafted specialized GWP assets for holiday promotions including Halloween, Friends & Family, Black Friday and Valentine's Day
- Produced static and dynamic social ads for various platforms such as Instagram, Google, Facebook, and Snapchat

FCB HEALTH
NEW YORK, NY
JUN - OCT 2021

JR. ART DIRECTOR

- Rebranded HR's onboarding assets and materials
- Designed email templates and presentations consistent with IPG Health's brand identity
- Developed social posts, network-wide email announcements and graphics for FCB's internship program, Bold Beginnings

FREELANCE
REMOTE
JUL 2019 - PRESENT

ILLUSTRATOR/DIGITAL CONTENT CREATOR

- Produce diverse digital content including graphics, logos, posters, resumes, and websites for clients
- Commission custom acrylic pieces and hand-drawn digital illustrations
- Curate custom coaster collection, generating sales of \$1,000+

EDUCATION

ELON UNIVERSITY
MAY 2020
B.A. COMMUNICATION DESIGN
MINORS: ART + PSYCHOLOGY

SKILLS

- ADOBE AFTER EFFECTS
- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- ADOBE PHOTOSHOP
- FIGMA
- HTML/CSS
- SOCIAL MEDIA
- ART DIRECTION
- BRANDING
- CONCEPT DEVELOPMENT
- DIGITAL STORYTELLING
- ILLUSTRATION
- TYPOGRAPHY
- 2D RENDERING