ERICA
OLSON

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SKILLS

Adobe Creative Cloud suite | MS and Google Suite | Sketch | Figma | Design concept and strategy
App Store Optimization | Competitive Analysis | Art Direction | Branding/identity creation |
Iconography | Editiorial Design | Print Best Practices

EXPERIENCE

Big Run Studios | Senior Graphic Designer
May 2022 – February 2023
- Advanced brand growth by helping define marketing strategy of the company's first free-to-play mobile game
- In conjunction with marketing team and Art Director, established and maintained efficient creative processes
- Raised brand standards by creating high quality marketing materials across multiple product lines

Senior Graphic Designer; contractor
October 2021 – April 2022
- Fulfilled original creation of branded digital marketing assets for top-grossing pay-to-play mobile game Blackout Bingo

Zynga | Senior Graphic Designer
March 2020 – September 2021
- Lead marketing graphic designers through the successful launch of Harry Potter: Puzzles and Spells match-3 mobile game
- Supported the career development of a distributed creative marketing team by providing daily feedback and art direction
- Aligned social media marketing collateral with the brand standards of licensors such as HBO and WB

Graphic Designer
September 2018 – February 2020
- Promoted the brand through creation of original digital marketing assets for licensed casino and match-3 mobile games

MGMA | Graphic Designer
October 2017 – July 2018
- Increased company visibility through original creation of marketing collateral for all lines of business

APICS | Graphic Designer
January 2014 – September 2017
- Supported brand awareness by developing full marketing campaign package for international and national annual conferences

Hyatt Hotels Corporation | Graphic Designer and Production Artist; contractor
August 2013 – December 2013

EDUCATION

Chicago Portfolio School
Graphic Design

Drake University
BA Graphic Design