

ALEJANDRA OLAVARRIA

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ABOUT ME

As a Graphic Designer with a multicultural background, I bring a unique perspective to developing effective and impactful designs. My experience working with clients such as **BMW** and **LICK**, coupled with my recent role as a Graphic Designer at **GROUND UP INTERNATIONAL**, where I focused on packaging, marketing campaigns, branding, and motion media, has honed my skills in translating diverse visions into successful visual narratives.

ABILITIES

GRAPHIC DESIGN	BOOK DESIGN
BRANDING	PHOTO EDITING
MOTION MEDIA	SURFACE DESIGN
ILLUSTRATION	MARKETING
PACKAGING DESIGN	

EDUCATION

2017 - 2020 Savannah College of Art & Design (SCAD) **B.F.A.** in Graphic Design with a Minor in Animated Illustration and Publication Design

2023 - 2025 Monroe University **M.B.A** in Business & Marketing

LANGUAGES

English **FLUENT**

Spanish **NATIVE**

SOFTWARE

MICROSOFT OFFICE

ADOBE CREATIVE SUITE

PROCREATE

SLACK, TRELLO, BASECAMP, TEAMS

WORK EXPERIENCE

FREELANCE

As a freelancer, I collaborate with LICK, a Puerto Rican pet apparel company, where I create surface design patterns for their bandanas and design various marketing materials, including billboards, car wraps, and packaging. Additionally, I have successfully designed and published four books in partnership with independent authors and have developed several comprehensive brand identities and visual design systems for a variety of clients.

2024 - PRESENT

GROUND UP INTERNATIONAL GRAPHIC DESIGNER

At Ground Up International, a licensed footwear company, I utilize my expertise in packaging design, create assets for marketing campaigns, develop internal graphics, create branding for new product lines, perform photo manipulation, produce motion media graphics, and design supporting graphics for activations.

2022 - 2023

WARREN ENDEAVOR GRAPHIC DESIGNER

At Warren Endeavor, I designed graphics for social media campaigns (Facebook, Instagram), enhanced photos for digital and print using Photoshop, and collaborated with clients such as Joah Brown on design and UX/UI requirements. I created illustrations in Adobe Illustrator and Procreate, developed website and logo designs with Adobe Creative Suite, and ensured accurate, timely delivery of all artwork.

2020 - 2021

AFTERNOON CULTURE GRAPHIC DESIGNER

At this branding agency, I designed promotional materials (brochures, flyers, posters) and maintained brand consistency across digital platforms. I collaborated with copywriters on website and social media content, managed multiple projects under deadlines, and applied typography skills to layouts. Crucially, I gained experience communicating directly with clients and contributed to the development of branding and visual identities.

2017

INCHCAPE MOTORS (BMW) GRAPHIC DESIGN INTERN

During my internship at BMW, I created graphic designs for marketing materials using Adobe Creative Suite and contributed to team brainstorming. I produced high-quality work under deadlines, learned how to adhere to brand guidelines, and assisted senior designers. I also designed logos and branding materials and collaborated with the marketing team on campaign concepts.