

# Olivia Capizzi

Graphic Designer | 704-778-2642 | [oliviacapizzi@gmail.com](mailto:oliviacapizzi@gmail.com) | [tabularasa.design](http://tabularasa.design)

Creative, hard-working graphic designer with 4+ years of experience in many aspects of graphic design, marketing, and startup culture. Helping my clients is inspiring and I do all that I can to solve their graphic design and marketing needs to ensure success in their ventures. Excellent communicator, superb attention to detail.

## Experience

### Creative Director

*VoiceSifter Software*

January 2016-Present

- Responsible for designing the website and reiterating as our software evolved
- Explored potential markets and traction channels, coordinated and executed all marketing efforts with a team
- Responsible for mocking up preliminary UX design concepts and working with developers to improve them for our particular language & database (React, JQuery)
- Client support coordinator responsible for monitoring our billing software, solving problems, onboarding new users, answering questions, and building/providing custom reports on a monthly basis
- Working with our sales team to design all necessary materials and content for outreach: e-books, downloadable tools, print media, presentations, logo, brochures, posters, personalization of demo accounts
- Design, print, and deliver all marketing materials for our newer clients: posters, postcards, stickers, business cards

### Graphic Designer & Content Creator

*Tabula Rasa Design*

October 2015-Present

- Operating as a one-woman freelance graphic design company
- Responsible for maintaining remote client relationships all over the nation
- Specializing in print media, social media advertising, and content creation
- Quick turn-around times and will coordinate printing for materials if needed

### Studio Assistant

*Ron Royals Photography*

April-August 2015

- Responsible for assisting in breakdown and setup of furniture catalog photography shoots
- Worked with set designer to prop sets
- Assisted team in determining best angles and lighting scenarios for photography shoots

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## Education

### Appalachian State University, BA in Studio Art & Minor in Spanish

- August 2010-2013
- Concentrations in printmaking and photography
- I utilized a unique way of manipulating negatives by scanning them into Photoshop, editing them, and printing them onto transparencies to return to the darkroom.
- Study abroad in Havana, Cuba studying film photography and relief printmaking. Received printmaking certificate from the Taler De Gráfica
- Favorite areas of study: relief printmaking, digital design and editing

### Penland School of Craft & Design

- April 2014 – Palladium printing workshop with Kerik Kouklis
- June 2014 – View photography workshop with Jim Stone

## Certifications

Certified in Hubspot Inbound Marketing & Hubspot Growth Driven Design

## Design Skills

Print Design  
Digital Design  
Website Design  
Layout

## Tech Skills

Photoshop - Expert  
Illustrator - Expert  
InDesign - Expert  
Acrobat – Advanced

## Soft Skills

Creativity  
Critical Thinking  
Communication  
Innovation  
Time Management  
Problem Solving  
Planning  
Leadership  
Collaboration