

OLIVIA DURR

Designer & Developer

CONTACT

+1 908 307 7166

oliviadurrr@gmail.com

olivia-durr.com

EDUCATION

Kutztown University
of Pennsylvania, Kutztown, PA
BFA in Communication Design

SOFTWARE

Adobe Create Suite

HTML/CSS

Sass/SCSS

JavaScript

Figma

HubSpot/HubL

SKILLS

Creative Concepts

Typography

Brand Identity

UX/UI Design

Front-End Development

Editorial Design & Layout

CERTIFICATIONS

HubSpot CMS for Developers | HubSpot

Growth Driven Design | HubSpot

Marketing Hub

Implementation | HubSpot

Sales Hub

Implementation | HubSpot

HubSpot Reporting | HubSpot

Marketing Hub Software | HubSpot

HubSpot Inbound Certification | HubSpot

HONORS & AWARDS

AIGA Flux Student Design
Competition, Finalist | 2021

KUCD Interactive Award
Recipient | 2020

WORK EXPERIENCE

Yes& Beacon | Remote

Web Developer & Designer | May 2022 – March 2025

- Designed and developed custom HubSpot CMS themes for clients across various industries.
- Migrated a custom-coded website into a fully functional CMS theme, enhancing usability and scalability.
- Refined the company's starter theme to meet A11Y accessibility requirements, setting a new standard for all custom theme builds.
- Collaborated cross-functionally with UX/UI designers, project managers, and account managers to align with project objectives.
- Developed custom HTML, CSS, and JavaScript modules to deliver tailored client solutions.

Freelance | Remote

Freelance Web Designer & Developer | June 2014 – Present

- Designed and developed websites from initial site architecture and wireframing to full mockups and deployment.
- Created branding suites, including logos, typography, and visual identities, to enhance brand presence.
- Produced print and digital promotional materials for clients, ensuring cohesive branding.

HEEDGROUP | Remote

Creative Technologist & Designer | April 2021 – May 2022

- Led the development of client websites focusing on UX optimization, site navigation, and performance enhancements.
- Delivered full branding suites, including brand guidelines, print materials, digital assets, videos, and advertisements.
- Executed integrated marketing campaigns across social media, paid digital ads, and print channels.
- Mentored interns, providing guidance on portfolio development and industry best practices.
- Designed engaging collateral, marketing materials, and social media graphics for ongoing campaigns.

JC Consulting | Remote

Associate Graphic & Web Designer | June 2020 – March 2021

- Assisted in creating compelling graphics and reports to support service offerings.
- Collaborated with developers to update and maintain website UI/UX, improving front-end and back-end performance.
- Enhanced the client-facing user experience, integrating modern web technologies and CMS solutions.

Communication Design Department | Kutztown, PA

Coding Tutor | January 2020 – May 2020

- Provided one-on-one and group tutoring to students learning HTML & CSS.
- Helped students refine their understanding of web development fundamentals.

College of Business | Kutztown, PA

Graphic Designer | March 2018 – May 2020

- Led a design team to create brochures, posters, infographics, and magazine layouts.
- Spearheaded the redesign of departmental materials to align with updated university branding.
- Designed a quarterly 32-page magazine, distributed to students, faculty, and alumni.