

OLIVIA DURR

Designer & Developer

CONTACT

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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

Growth Driven Design | HubSpot

Marketing Hub

Implementation | HubSpot

Sales Hub

Implementation | HubSpot

Certified HubSpot CMS

Developer | HubSpot

HONORS & AWARDS

AIGA Flux Student Design
Competition, Finalist | 2021

KUCD Interactive Award
Recipient | 2020

Shoofly Literary Magazine,
Cover Competition Winner | 2019

Adobe Awards, Semi-finalist | 2018

WORK EXPERIENCE

Yes& Beacon | Beacon, NY | Remote

Web Developer & Designer | May 2022 – Present

- Developed custom HubSpot CMS themes for clients across various industries
- Migrated a custom coded website into a fully functional CMS theme
- Refined the company starter theme to meet A11Y requirements that is used as the basis for all custom theme builds
- Worked closely with UX/UI and web designers, project managers, and account managers to meet project requirements and goals
- Utilized HTML, CSS, and JavaScript to create custom modules to meet clients' desired functionality

Freelance | Remote

Freelance Designer | June 2014 – Present

- Developed websites from site architecture to wireframes and full-render mockups to final sites
- Designed several branding suites for clients to help further their brand
- Collaborated with clients to develop visual presentations and printed promotional items on an as-needed basis

HEEDGROUP | New York, NY | Remote

Creative Technologist & Designer | April 2021 – May 2022

- Developed several client websites that enhanced user experience and accomplish webpage objectives by creating site structure, navigation, page optimization, and graphics integration
- Created a full branding suites including brand guidelines, print materials, digital assets, video, advertisements and company websites for several clients
- Designed and implemented various campaigns across all platforms including social media, paid digital ads, as well as print
- Mentored interns and aided them in refining their skills and portfolio while gaining experience in the industry
- Developed collateral such as marketing materials, videos and social media graphics to support ongoing campaigns

JC Consulting | Philadelphia, PA | Remote

Associate Graphic & Web Designer | June 2020 – March 2021

- Assisted lead graphic designer to create new graphics and weekly reports to support the services offered
- Worked along side head developer to update and maintain the website on the front-end and the back-end
- Enhanced user experience and user interface of the client facing side of the website using several coding languages and content management systems

Communication Design Department | Kutztown, PA

Coding Tutor | January 2020 – May 2020

- Assisted 5-10 students on a weekly basis with assignments and classwork
- Helped underclassmen build and expand knowledge of basic HTML & CSS

College of Business | Kutztown, PA

Graphic Designer | March 2018 – May 2020

- Led a team consisting of one other designer and one copywriter to design brochures, posters, infographics and magazine layouts
- Redesigned the department programs as needed according to new university branding standards
- Created a quarterly, 32-page four-color magazine promoting the College of Business at Kutztown, which is distributed to the student body, faculty and alumni