

OLIVIA EARLE

UI/UX DESIGNER

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SKILLS

Design Thinking
Wireframing
Color Theory
Typography
Mockups
Mobile First Design
Brand Design
Prototypes
UX Research
Journey Maps

TECH STACK

Figma
Photoshop
InDesign
Illustrator
Adobe XD
VS Code

LANGUAGES

HTML
CSS
PHP
JavaScript

CERTIFICATES

UI/UX Designer

Skillcrush

WordPress Developer

Skillcrush

SheCodes Basic (HTML, CSS, JavaScript)

SheCodes

PROFILE

As a versatile web designer with expertise in WordPress and Squarespace, I have successfully created visually appealing websites for a variety of brands, earning over 40 five-star reviews and maintaining a high job success score on Upwork. As an accomplished marketing professional, I have demonstrated my ability to oversee the successful launch of seasonal textile campaigns for major clients, design high-quality print products, and coordinate events that enhance customer relationships.

EXPERIENCE

Owner & Web Designer

Remote

Olivia Earle Design

Oct 2017 - Present

- Coded and designed 48+ dynamic client websites, enhancing brand visibility and advancing marketing efforts.
- Maintained an over 95% Job Success Score with clients on Upwork, earning over 40 5-star reviews.
- Collaborated with clients & coordinated over 14 agencies as a white label designer, ensuring seamless project management.
- Managed simultaneous design projects for diverse clients and delivering impactful solutions on time and within budget.

Web Designer + Digital Strategist

Remote

LUM Studio

Dec 2021 - May 2022

- Led the design and strategic direction for 6 WordPress websites, prioritizing user experience.
- Maintained 15+ WordPress websites, ensuring their optimal performance and functionality at all times.
- Collaborated closely with internal teams, fostering effective communication and facilitating smooth account management processes.

Marketing Project Coordinator

Rome, GA

Balta Home

Jan 2019 - Mar 2020

- Managed the successful launch of 7 seasonal textile campaigns working closely with cross-functional teams.
- Designed and supervised the production of product labels and stickers for 4 national accounts, ensuring brand consistency.

Marketing and Design Manager

Rome, GA

Taylor & Co. Realty Group

Feb 2018 - Jan 2019

- Designed visually stunning brochures, flyers, and presentations that effectively showcase properties and promote the brand.
- Utilized analytics tools to monitor and analyze social media content performance, identifying areas for improvement and optimization.

Marketing Coordinator

Cartersville, GA

Patcraft

Mar 2017 - Feb 2018

- Collaborated cross-functionally to deliver successful marketing projects and customer events, driving brand visibility, lead generation, and client satisfaction.
- Communicated effectively with clients during meetings, presentations, and site visits, fostering strong relationships and contributing to business growth.