

# Olivia Earle

970-786-6753 · olivianearle@gmail.com · [oliviaearle.com](https://www.oliviaearle.com) · <https://linkedin.com/in/oearle>  
Loveland, Colorado

---

## UI/UX DESIGNER

Creative UI/UX designer and accessibility advocate with 7+ years of experience leading projects from concept to launch. Skilled in designing for higher ed, agencies, and small businesses. Combines storytelling, research, and technical expertise to build scalable, inclusive, and user-friendly websites.

---

## PROFESSIONAL EXPERIENCE

### Web Designer

Sept 2023 - Present

#### University of Colorado Denver

- Lead web designer for 4 department sites and 15 informational sites, collaborating with 20+ university stakeholders
- Designed and optimized pages supporting 22 campaigns, contributing to 3,756 leads and 291 applications since November 2024
- Created the university's central calendar and brand website, supporting the campus-wide rollout of CU Denver's refreshed identity

### Owner + Web Designer

Oct 2017 - Present

#### Olivia Earle Designs

- Coded and designed 50+ dynamic client websites, enhancing brand visibility and advancing marketing efforts
- Maintained 95%+ job success on Upwork with over 40 five-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.

### Enrollment Counselor

May 2022 - July 2023

#### Skillcrush

- Utilized strong communication and interpersonal skills to build rapport with over 200 prospective students.
- Successfully hosted 40+ informative live webinars, educating over 900 prospective students about the education programs offered.
- Provided tailored guidance and assistance, contributing to 37% of enrollments within a 6-month period.

### Marketing Project Coordinator

January 2019 - March 2020

#### Balta Home

- 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.

---

## RECENT PROJECTS

**CU Denver Facilities Management & Planning:** Designing a unified, maintainable site for a newly formed department with diverse content needs.

**CU Denver Online Programs Website Redesign:** Adapting High-Fidelity Prototypes to Real-World Content

---

## SKILLS

### UI/UX Skills

- Wireframing & Prototyping
- User Research
- Journey Mapping
- Accessibility Testing
- Design Systems (creation & adaptation)
- Responsive Layouts
- Stakeholder Collaboration

### Front-End & Web Strategy

- Landing Page Design & Optimization
- SEO-Friendly Layouts
- CMS Implementation (WordPress, Drupal, Sitefinity)
- Component-Based Design
- Web Accessibility Standards

### Tools & Languages

- Figma
  - Adobe Creative Suite (Photoshop, Illustrator, InDesign)
  - VS Code
  - Siteimprove
  - HTML
  - CSS
  - Basic JavaScript
  - Basic PHP
- 

## EDUCATION

### Bachelor of Science in Psychology

University of Colorado Denver  
Jan 2024 - Present

## VOLUNTEER POSITIONS

### Designer, Denver Regional Conference 2025

Digital Collegium  
April 2025 - June 2025

## CERTIFICATIONS

### UX Design

Skillcrush

### WordPress Development

Skillcrush

### SheCodes Basics (HTML, CSS, JavaScript)

SheCodes