

HOLLY O'LEARY

Senior Graphic Designer

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I'm a Portland-based Senior Graphic Designer with a broad array of creative experience and deep expertise in a wide range of disciplines for clients of various sizes across diverse industries, both internally and agency-side. An adaptable, conceptual thinker, detail-oriented and well-organized, I conceive forward-thinking solutions for your most challenging initiatives and execute projects with efficiency and keen communication. I'm a collaborative leader known for blending creative problem-solving with project management rigor, ensuring both aesthetic excellence and production efficiency. I stay attuned to current design trends which helps to inform my approach. My innate curiosity has allowed me to hone a broad range of skills—print & digital design, retail packaging, brand development and implementation, illustration, story-boarding, production design, event and retail design, to name a few—making me a great fit if you're looking for a complete package. I'm also kind of fun to be around, which doesn't hurt.

SKILLS

- **Cross-Disciplinary Design:** Proficient in designing for print, packaging, CPG, interactive, exhibits, large-format graphics and retail displays with a keen understanding of production methods, materials specification and cost-effective solutions.
- **Advanced Production Knowledge:** Skilled production artist with mastery in file preparation for various print processes such as offset, digital, rotogravure, flexographic, and silkscreen, including cost estimation and vendor management.
- **Brand Development & Extension:** Expert at building brands from the concept to completion or evolving established identities across integrated print and digital channels.
- **Web & Interactive Media:** Strong grasp of web design principles and UX fundamentals; adept with platforms like Figma and Wix for web layouts, prototypes, and site builds.
- **Illustration & Storyboarding:** Accomplished illustrator with experience creating original artwork in analog and digital media, motion graphic elements, and detailed storyboards.
- **Team Leadership:** Effective collaborator and leader with experience directing small creative teams and guiding integrated campaign development.
- **Adobe Creative Suite Expert:** Highly proficient in Illustrator, InDesign, Photoshop, Acrobat Pro, After Effects, and related tools.
- **Project Management:** Process-minded visual designer with a sharp awareness for project milestones and clear communication when tight timelines must be adhered to.

TECHNICAL SKILLS

- **Design Software:** Adobe Creative Cloud (Illustrator, InDesign, Photoshop, After Effects, Acrobat Pro, Bridge), Figma, Wix, Procreate
- **Productivity Tools:** Microsoft Office Suite Outlook, PowerPoint, Word, Excel, Teams, Sharepoint), Google Suite, Keynote, Monday (project management & tracking), Slack
- **Comfortable working on both Mac and PC platforms.**

WORK EXPERIENCE

3Thirds Group • Portland, OR

Art Director

04/2019 – 12/2024

- Led a small creative team delivering advanced integrated campaign elements two large western states public utilities, under a \$2M annual contract.

- Managed design requests, prioritized workload, and maintained project timelines simultaneously across multiple clients and deliverables.
- Collaborated regularly with a diverse team of designers, writers, strategists, videographers, project managers and account directors to conceptualize, develop, produce and launch ongoing campaigns for clients such as Pacific Power, Rocky Mountain Power, Hawaiian Electric, Autodesk, Outrigger Hotels and Nike Grind, Nike's materials recycling program.
- Mentored Junior Designers, helping them hone their production skills and workflow processes that are essential to produce quality work that is error-free.

Holly O'Leary Design • Portland, OR

Freelance Graphic Designer

02/2013 – 04/2019

- Provided senior-level creative services for agencies and in-house teams, specializing in CPG, food and beverage, natural healthcare, public utility, nonprofit and tech sectors.
- Delivered solutions across brand development, illustration, print and digital design, packaging, environmental graphics, large corporate events and web assets.
- Managed production processes including press checks, vendor communications, print pricing, and scheduling.
- Clients included Apple iTunes, Reser's Fine Foods, Deschutes Brewery, Farmer Brothers Coffee, Luna & Larry's Coconut Bliss, Bob's Red Mill Natural Foods and ReadyPac Foods.

Coffee Bean International • Portland, OR

Senior Graphic Designer

03/2009 – 02/2013

- Designed brand identities, marketing materials, extensive lines of retail packaging (flexible and rigid), and retail displays for major retail and boutique clients.
- Directed print production and press checks, ensuring brand consistency and quality across multiple media.
- Acted as primary liaison with Fresco Systems, a large flexible packaging vendor, and several label vendors, producing, trouble-shooting and approving packaging, shipping containers and labels which helped ensure timely delivery of packaging materials to the production department so they could meet client expectations and distribution deadlines.
- Clients included Target, Nordstrom, Winco Foods, The Fresh Market, Walgreens "Good & Delish" and Farmer Brothers Coffee.

ADDITIONAL EXPERIENCE

Koopman Ostbo Marketing Communications • Portland, OR

Senior Graphic Designer

05/2006 – 08/2008

Opus Creative • Portland, OR

Senior Graphic Designer

04/2000 – 05/2006

Oregon Scientific • Tualatin, OR

Graphic Designer

05/2003 – 12/2003

Regence BlueCross BlueShield of Oregon • Portland, OR

Graphic Designer

06/2002 – 12/2002

EDUCATION

Kutztown University, Kutztown, PA

Bachelor of Fine Arts, Graphic Design