



ADRIA OLENDER

Art Direction + Design
San Carlos, CA

CONTACT

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💻 www.adriadolender.com

PROFICIENCIES

Adobe CC
Illustrator
Photoshop
InDesign
Figma
QuarkXpress
Acrobat
Keynote
PowerPoint
Google Slides

A creative problem solver and visual storyteller with over 15 years experience transforming ideas into beautiful, compelling and effective designs.

EXPERIENCE

One Finance, Contract Designer | *Sacramento, CA (Dec. 2020 - Feb 2021)*

- Covered for the lead designer during his paternity leave.
- Designed digital and print assets for a fast-paced FinTech client.
- Worked on graphics for high-level google slide presentations for investors and board members.

In-Shape Health Clubs, Freelance Art Director/Designer | *Stockton, CA (2015-2020)*

- Concept and design of a variety of projects including marketing campaigns, event identities, direct mail, web/digital assets, emails, fliers, t-shirt graphics, and signage.
- Redesigned the New Member Emails to be on-brand and increase member engagement.
- Boosted member engagement and retention with the development and design of New Member Guides (digital & print).
- Developed creative solutions for in-club design projects including, wall graphics, club destinations, displays, and signage.
- Worked cross-functionally with Marketing & Club Design to create a consistent brand experience.

Athleta, Senior Digital Designer | *San Francisco, CA (2017-2019)*

- Designed effective emails and web/digital assets in a fast-paced, results-driven environment resulting in increased click-through and sales.
- Worked cross-functionally with ecom marketing, copy writers, brand managers, merchants, and production to create on-target and on-time digital assets.

Pereira & O'Dell Advertising, Art Direction & Design | *San Francisco, CA (2014-2015)*

- Developed and designed compelling, traffic-driving in-store marketing campaigns for BevMo!, including, signage, direct mail, the "Thirsty Times" newsletter, and in-store displays.
- Persuaded client of the need for on-brand photography, and directed seasonal photo shoots.
- Designed a unique identity for "Room 22," BevMo!'s exclusive beer tasting room in their San Francisco store and enhanced the in-store experience with environmental graphics, signs, branded pint glasses and coasters.

Old Navy, Senior Graphic Designer | *San Francisco, CA (2008-2013)*

- Drove on-target creative solutions for the in-store experience and online marketing, including seasonal campaigns, in-store destinations, promotions, direct mail, email, store signage, and displays.
- Rolled out entire campaigns to multiple marketing channels.
- Collaborated with copywriters, brand managers, merchandisers, and production.
- Presented to leadership, art directed photo shoots, created prototypes, and directed photo retouching.
- Art directed and managed designers and freelancers.

Gap, San Francisco, Senior Graphic Designer | *San Francisco, CA (2005-2008)*

- Design and production of direct mail offers, in-store signage, card holders, educational materials, promotions, etc. to support the GapCard loyalty program, directly contributing to increased sales, acquisition, and retention.

Cole Haan, Graphic Designer | *New York, NY (2001-2004)*

- Created in-store signage and seasonal graphics, POP materials, marketing collateral, direct mail, product graphics, and packaging.
- Designed monthly window displays, including dimensional props with building specs.
- Supervised freelance designers.

Polo Ralph Lauren, Graphic Designer | *New York, NY (2002-2003)*

- Design of seasonal window and merchandising directives for retail stores.
- Designed and produced a detailed multi-page merchandising and decorative manual.

EDUCATION

University of California Santa Cruz, Certificate in Graphic Design | *Cupertino, CA*

University of Oregon, B.A. in International Studies | *Eugene, OR*