



# OLIVIA NORTON

## VISUAL DESIGNER & BRANDING SPECIALIST

*Creative professional with a passion for transforming bold ideas into compelling brand identities. Skilled in graphic design, video content creation, and strategic branding, that delivers innovative solutions to elevate brand presence and engage audiences.*

## EXPERIENCE

### GRAPHIC DESIGNER

VELCRO Companies  
2018-present

- In house designer for The VELCRO Brand
- Collaborated on photo shoots and designed logos, brand extensions, and ERG collateral
- Led video content projects end-to-end.
- Contributed to a packaging redesign that increased sales by 15% in Walmart in 2024

### GRAPHIC DESIGNER

UNCAS International  
2016-2018

- Design giftware for large retail chains
- Create trend-driven visuals for POP
- Create mock-ups in-house using large-format printing
- Design detailed spec sheets for production
- Support giftware programs generating \$2M+ revenue for Walmart in 2017

### GRAPHIC & JEWELRY DESIGNER

World End Imports  
2013-2016

- Design and source souvenir costume jewelry
- Lead junior designer and photographer
- Style photo shoots
- Design catalog layout, packaging, and displays
- Design custom pieces for Walt Disney World
- Create earring program that grew zoo/aquarium sales by 200%.
- Launch successful scarf line extension

## EDUCATION

### Savannah College of Art & Design

BA: Metals and Jewelry; 2012

### Georgetown University

MPS: Design Management and Communication; 2024

## SKILLS

Creative Strategy  
Brand Positioning  
Design Leadership  
Project Management  
Graphic Design  
Branding  
Marketing  
Digital Content Creation  
Video Production & Editing  
Packaging & Print Design  
Logo Design  
Photo shoot Coordination  
Adobe Illustrator\*  
Adobe Photoshop  
Adobe InDesign  
Adobe Premiere  
Leadership  
Collaboration  
Diversity & Inclusion  
WOMEN'S ERG CO-Chair  
PRIDE ERG Co-Chair

\*Adobe Certified Professional

## CONTACT

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