



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

- 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

VELCRO Companies
2018-present

GRAPHIC DESIGNER

- 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

UNCAS International
2016-2018

GRAPHIC & JEWELRY DESIGNER

- 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

World End Imports
2013-2016

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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