



OLIVIA NORTON

CREATIVE PROFESSIONAL

I'm a creative powerhouse with a serious passion for design and storytelling. Whether it's graphic design, video production, branding, or art direction—I've ideated it, designed it, and crushed it. I take ideas from "what if?" to "nailed it," and I always show up with style and impact both in my work, and IRL.

EDUCATION

Savannah College of Art & Design

BA: Metals and Jewelry 2012

Georgetown University

MPS: Design Management
and Communication 2024

KEY SKILLS

Graphic Design
Branding
Marketing
Storytelling

Video Production & Editing
Packaging & Print Design
Digital Content Creation

Logo Design
Icon Design

Photoshoot Coordination

Adobe Illustrator*

Adobe Photoshop

Adobe InDesign

Adobe Premiere

Leadership

Collaboration

Diversity & Inclusion

*Adobe Certified Professional

CONTACT

603.518.0089

onodesignco@gmail.com

www.onodesign.co

EXPERIENCE

GRAPHIC DESIGNER

VELCRO Companies 2018–present

Create eye-catching packaging, engaging print and digital ads, and impactful point-of-purchase displays. I collaborate on photoshoots and design bold packaging brand extensions and logos and collateral for Employee Resource Groups (ERGs). Leading video production efforts, I take projects from concept to completion—storyboarding, filming, and editing creating compelling content that includes both consumer and B2B audiences.

- Assisted in packaging redesign that increased sales in Walmart by 15%
- Implemented a creative brief process
- Established an on-site studio for in-house content creation
- Consistently performed above expectations
- Women's ERG Co-Chair 2022–2023
- Pride ERG Co-Chair 2023–2024

GIFTWARE DESIGNER

UNCAS International 2016–2018

Designed private label giftware for major retailers, crafting trend-driven products with bold visuals. I created dynamic mood boards to shape typography, patterns, and colors. Our team also supported the merchant team with eye-catching packaging, displays, and sales support. Lastly we were responsible for designing, printing, and mounting stunning posters to accompany sales presentations using the in-house large format printer.

- Assisted in designing many pallets of giftware sold into Walmart for 2+ million in revenue per program
- Designed a group of giftware sold into CVS
- Designed several groups of giftware sold into Stage Stores
- Became go-to designer for creating detail oriented spec sheets

JEWELRY & GRAPHIC DESIGNER

World End Imports 2013–2016

Designed and sourced costume jewelry for a wholesale private label brand specializing in resort-style accessories. In addition to laying out catalogs, packaging, and displays, I led an associate graphic designer and managed photoshoots from styling to editing, ensuring cohesive and engaging product presentation from trend discovery to final product.

- Updated brand aesthetic and elevated brand value with higher value, higher margin pieces
- Design custom pieces for Walt Disney World Resorts
- Designed a stud earring collection program that increased our sales in Aquarium and Zoo accounts by 200%
- Designed successful brand line extension in the growing category of scarves