



oli kane

I'm a graphic designer and illustrator based in Charlotte, NC, with over 5 years of combined professional experience with time spent in both in-house and agency environments. I love all parts of the creative process, learning new skills in different mediums, collaborating directly with teammates and clients, and pushing myself in my own personal practices.

I have been creating since I could hold a pencil, and throughout my professional career I have been working on honing my skills in various areas of graphic design and refining my personal illustrative style. I bring a unique perspective and skill set to the table and I am always eager to explore new approaches and tackle new projects!

contact + portfolio



704-488-6121



oliviackane@gmail.com



olikane.com/portfolio

software skills

Proficiency in



Illustrator



After Effects



Photoshop



InDesign



Premiere Pro



Adobe Workfront

Adobe Creative Suite



Office 365



PowerPoint



Word



Excel

Microsoft Office

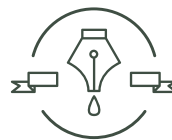
skills



Illustration



DTC Email Marketing



Logo design + branding



Digital asset design



Typography & font design



Print design + CMYK setup



Website UI design



PANTONE color matching



Video editing & simple animation



Direct client support

experience

TTI Floor Care North America

Digital Graphic Designer - 2022-2024

- Responsible for all Dirt Devil digital graphic design needs as well as supporting Hoover, Hoover Commercial, and Oreck brands
- Creation of weekly direct-to-consumer email marketing assets and associated website graphics
- Development of updated visual brand language guidelines for Dirt Devil
- Digital asset creation for new product launches and updating existing product assets as needed, close collaboration with Product, Ad and Marketing teams
- Support of third-party retailer needs for Amazon, Walmart, Target, The Home Depot, and Canadian Tire Company
- Seasonal and holiday campaign conceptualizing and execution

Hibiscus Brand Management

Graphic Designer and Illustrator - 2019-2022

- Management of client accounts and communications
- Logo and brand design - creation and presentation of concepts, conceptualizing and finalizing designs, development of brand guidelines
- Website and social media content development, design and management
- Template creation for various client needs
- Business cards and signage design and print file setup and production

Freelance Illustrator and Designer

2014-2019

- Logo design, brand design, illustration, and web design and management
- Creation of digital files for product packaging and advertising material
- Design and production of handmade goods, and ecommerce management

education

University of North Carolina at Charlotte

BFA with concentration in Illustration

- 2016-2019 | Minor in Art History
- Cum Laude | Chancellor's List Fall 2016 | Dean's List Fall 2018

Maine College of Art, Portland ME

2014-2015

- Presidential Scholarship Recipient | GPA of 3.90