

contact

Greater Boston Area

livdantzler@gmail.com

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skills

Adobe CC

Illustrator/After Effects/InDesign/
Photoshop/XD/Premiere/Acrobat

MS Office

Word/PowerPoint

UI Web Design

Wordpress/Figma/HTML/CSS

Communications

Visual/Written/Interpersonal

Motion Graphics

Ideation + Problem Solving

Visual Design Principles

Project Management

Collaboration + Teamwork

interests

Culture / Media / Cuisine

Fine Art / Design / Film

Nature / Marine Science

Illustration / Animation

social

Managed Accounts:

@sailemsoundcoastwatch
@cyberknightsus

about me

Digital Designer and Multi-Media Creative

Experienced digital content and brand designer seeking creative and professional growth opportunities in digital marketing, UX, and motion graphics. My aim is to provide exceptional and engaging digital content for online consumer journeys, while investigating the latest trends in design and AI innovation. My goal is to work in a setting where creative design is a critical aspect of digital transformation, where consumer experience and brand identity converge to create impactful business solutions.

job experience

Brand Designer, Global Communications

2022-Present

Converse – Boston, MA

Lead concepting and creative direction for Converse Awards 2023-2024. Managed various design projects spanning print, digital, website, and motion graphics. Edited videos and photos for employee channels. Collaborated with x-functional teams and leaders to develop digital and print assets for employee activations and All Team meetings. Managed the Lovejoy HQ building spaces vinyl installations and digital displays.

Communications Specialist

2021-2022

Salem Sound Coastwatch – Salem, MA

Website project | Redesigned and developed the organization's website using Figma and WordPress, in collaboration with Marketing & Development and the Executive Director.

Managed communications and design for SM and email. Delivered content, including print collateral, videos, and copy. Generated \$45k through 2021 year end appeal, an increase of 375% over previous years. Increased SM audience reach 141.1% from previous years, with a 23% follower growth rate.

Digital Designer and Integrated Media Manager

2019-2021

Rofori Corporation – Indianapolis, IN

Cybersecurity project | Worked with senior and junior developers on UX wireframes, UI prototypes, and content for cybersecurity cloud-based platform. Designed and developed product website, branding, and inbound marketing strategies for SM, email, and FB ads. Delivered content, including animations, print collateral, templates, and written blogs.

Purdue University project | Researched SaaS platforms for Purdue Cyber Apprenticeship Portal (P-CAP). Created user personas and journey maps for cloud-based portal.

Designed user interfaces including registration, profile, dashboard, and aptitude assessment UI. Produced animations for P-CAP website.

Graphic Design Intern

Jun 2019-Aug 2019

Infinite Media Inc. – Danvers, MA

Created packaging and greeting card designs for Sun Life Financial and pitched designs to client. Created B2C content for SM. Storyboarded content for an internal HR video.

education

School of the Museum of Fine Arts at Tufts University

2010-2014

Bachelor of Fine Arts (BFA), Painting and Illustration

North Shore Community College

2018-2020

Associate Degree (IMD), Graphic Design and Integrated Media Communications