

OLIVIA JONES

industrial design graduate with five semesters of co-op experience in packaging, design research, & graphic design. a passionate designer, driven by the desire to create fun & visually captivating designs. enthusiastic about merging two main passions: graphic design & the culinary world.

seeking an entry or intermediate level design position.

 513-520-0402

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 ojonesy.com

education

university of cincinnati, daap
class of 2024
bachelors of science industrial design
dean's list

accademia italiana | florence, italy
09/12/22-12/16/22
study abroad semester

experience

freelancing | cincinnati, OH | brand & digital design
06/01/24-current

- **brand asset development:** created comprehensive logos & visual identities for clients, including a detailed brand guideline for an eBay store. included typography, color palette, & brand identity to establish a cohesive brand presence.
- **event product design:** designed & executed custom desserts for special occasions, such as wedding cakes & cupcakes. combining culinary artistry with design principles.

the plan b group | dallas, TX | design intern
08/21/23-12/15/23

- **brand identity:** developed uniforms for a restaurant to reinforce brand identity. designed an innovative seating area for a shipping container patio, creating a unique brand environment.
- **multi-platform design assets:** produced detailed renderings, interior elevations, & FF&E* presentations for various venues.
- **cross-functional collaboration:** worked directly with the Parklab Food Hall team & participated in brand strategy meetings, fostering a collaborative approach to design.

zumbiel packaging | hebron, KY | packaging design co-op
01/09/23-04/18/23

- **packaging design:** developed packaging solutions from initial concept through final design, managing multiple projects simultaneously in a fast-paced environment.
- **brand asset production:** created printing blankets & die vinyls for client brands, ensuring consistent quality across production runs.
- **technical design execution:** imported & optimized client files using ArtiosCAD. built precise CAD drawings from supplied materials.

live well collaborative inc. | cincinnati, OH | user research co-op
05/09/22-08/12/22

- **user experience research:** synthesized user interviews & research data into actionable design themes for concept development.
- **brand strategy development:** developed comprehensive user journey maps for healthcare survivorship process, identifying key opportunities for improved user experience. created detailed user archetypes for P&G project, including user desires & pain points.

hba, hirsch bedner associates | san francisco, CA | design intern
09/07-12/10

- **project management:** contacted vendors for material samples & coordinated with overseas offices. responsible for project record keeping & all company office tasks, ensuring efficient project workflows. assisted with FF&E* specifications. organized & maintained the library of materials required for the projects. advised with the assembly of color & materials boards.

*Furniture, Fixtures, and Equipment

