

OLIVIA VIOLA

Senior Art Director & Designer with a sense of curiosity and adventure

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SOFTWARE

- Adobe CC
- Microsoft Office
- Sketch
- G Suite
- Figma
- Wrike
- Miro
- Asana
- Balsamiq
- Slack
- Invision
- Trello
- Jira
- Notion

EDUCATION

Bachelor of Advertising Design
OCAD University (2014)

Intro to Front End Development
User Interface Design
BrainStation (2014, 2016)

GIVING BACK

TEAM LEAD – SickKids (2018)

- Organized and led team of 6 activators
- Over \$15,000 raised in ticket sales, donations and silent auction

AMASSADOR – Allstripes (2021)

- Advocate for the rare disease ALD
- Involved in research to capture data

MENTOR – Designlab (Ongoing)

- Mentors 2–3 students per month
- Provides feedback on work daily

COMMUNITY ORGANIZER – Women Who Freelance (Ongoing)

- Started Calgary chapter for community
- Growing online community via Facebook

EXPERIENCE

UX/UI DESIGNER (CONTRACT) – Remember The Girls (2022–2023)

- Conducted user research through competitor analysis, surveys, usability testing
- Planned roadmap, sketched wireframes, designed desktop/mobile UI, prototypes
- Up 68% in total impressions, up 60.5% in unique searches with launch of site, redesigned using low code web development and HTML/CSS, including SEO

LEAD PRODUCT DESIGNER (CONTRACT) – iPoop (2022–2023)

- Established roadmap for iOS app rewrite, creating efficiency in development
- Created design system, and UI for 80+ mobile screens to improve user engagement
- Built prototype for usability testing to gather user feedback in interviews

LEAD PRODUCT DESIGNER (CONTRACT) – Less (2021–2023)

- Developed a new brand identity and design system for iOS app
- Led research of competitor analysis, beta testing, and conducting interviews, resulting in new insights and iterations of the UI to increase active sessions
- Up 139% in downloads, up 7.4% in user activity since relaunch of app

SENIOR ART DIRECTOR – Klick Health (2019–2022)

- Designed UI and prototypes for desktop/mobile sites from lofi wireframes
- Won business with conceptual/strategic thinking for pitches and web projects
- Developed documentation and cheatsheets for smoother onboarding of new hires

DESIGNER – TouchBistro (2018–2019)

- Designed UI for landing pages with A/B testing for the best conversion
- Worked closely with B2B demand generation and SaaS product marketing to develop processes and templates, increasing workflow for SMEs
- Developed a summer internship plan and managed intern

DESIGNER – Watt International (2016–2018)

- Designed McDonald's interior/exterior signage for restaurants across Canada
- Art directed photo/videos shoots, working with food stylists and photographers
- UI design was needed for digital menu boards in multiple languages

ART DIRECTOR – Marshall Fenn Communications (2015–2016)

ART DIRECTOR (CONTRACT) – Inventa (2014)

*Forever in love
with process.*

My love for design is the same for gaming. It's all about the story, progress, challenges and characters I meet along the way.