



## Olga Alvarado

Graphic Designer / Sr. Art Director

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**Design aficionado.** I am passionate about design and imagine ways to use it in almost every facet in life.

**Firm yet sensible.** I know what I know, and I know I don't know everything — my ego can roll with the punches.

**An independent thinker who plays well with others.** From time to time it is necessary to work individually, but some tasks or projects require the stunning results only teamwork can produce.

**Not satisfied with the status quo.** Designers are self-critical — there's no such thing as "perfect" but deadlines push our work close to it.

**Information junkie.** Working on a project without information feels like going to bed without brushing my teeth.

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### Staples / Sr. Art Director 09/16 - Present

Develop and provide training for new-hires and hold review meetings to foster creative thinking within the department. Conceptualize, design, develop and maintain e-commerce websites aligning brand guidelines and account objectives. Manage layout, photo direction and production of printed and digital marketing collateral. Work cohesively across departments in building an effective creative strategy through multiple platforms.

### Staples / Art Director 10/14 - 08/16

Conceptualize, design, develop and maintain e-commerce websites aligning brand guidelines and account objectives. Manage layout, photo direction and production of printed and digital marketing collateral. Work cohesively across departments in building an effective creative strategy through multiple platforms.

### Staples / Graphic Artist 07/13 - 09/14

Responsible for conceptualization and design of custom creative graphics for screen printing, embroidery and digital transfer processes on various garments, fashion items and ad specialty products.

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### Other creative positions

KTX Publishing, Art Director, 2010-2012  
Directed and coordinated all graphic aspects for assigned publications.

Centauro Revistas, Graphic Designer, 2009  
Followed direction and tone for overall editorial plan, working on assigned publications.

Esfera Diseño, Graphic Design Intern, 2008  
Assisted in the Graphic Design department.

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**Digital languages** > HTML, CSS, SASS  
**Languages** > English, Spanish, French  
**Software** > Photoshop, Illustrator, InDesign

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### Education

**BFA, Graphic Design**  
Universidad de Bogotá Jorge Tadeo Lozano  
(Bogota, Colombia)