

OLIVIA WEILAND

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PROFESSIONAL SUMMARY

I'm a senior graphic designer with over 12 years of experience building brand systems, marketing campaigns, and digital content for mission-driven organizations and SaaS companies. I combine design thinking with hands-on execution, from concepting in Figma to polishing layouts in InDesign, to transform complex ideas into compelling visuals. I thrive in collaborative, fast-moving environments and love creating work that's thoughtful and impactful.

SKILLS

Design & Visual Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects), Canva, Dreamweaver, Figma, Media Encoder

Creative Strengths: Brand Identity, Cross-Platform Marketing, Design Principals, Digital Campaigns, Layout & Typography, Storytelling, Presentation Design, Visual System

Web & Platforms: Bloomerang, CSS, Drupal, HTML, HubSpot, Marketo, Squarespace, Wix, WordPress

Project Management & Collaboration: Asana, Google Suite (Slides, Docs), Jira, Keynote, Microsoft Office, Monday, Slack, Teams, Wrike

Content Management: Bynder, Email Marketing, Facebook, Instagram, LinkedIn, TikTok, X (Twitter)

Additional Skills: Adaptability, Agile Multitasking, Creative Thinking, Cross-Functional Collaboration, Dependability, Organization, Self-Motivated & Resourceful, Strategic Problem-Solving

WORK EXPERIENCE

Bonterra — Senior Graphic Designer (Go-to-Market)

October 2024 – May 2025

- Designed high-impact pitch decks, landing pages, and digital assets that enhanced executive visibility and drove engagement across multiple marketing campaigns
- Supported multiple product launches with cohesive cross-channel creative, contributing to improved campaign clarity and brand recognition
- Partnered with marketing leads to translate strategy into clear, compelling creative that drove engagement

Bonterra — Senior Designer (Brand)

March 2022 – October 2024

- Led creative direction for rebranding efforts and brand identity refinement
- Delivered polished C-suite presentations and fast-turn marketing visuals that aligned with evolving brand strategy
- Collaborated across departments to unify brand experiences, helping reduce design inconsistencies and strengthen overall brand presence

Salsa Labs / EveryAction — Senior Designer

October 2020 – March 2022

- Developed microsites and template libraries to improve user experience
- Created branded graphics for social media, campaigns, and blog content
- Partnered with product and UX teams to improve visual consistency in the software interface, enhancing usability and customer satisfaction

CONTINUED PROFESSIONAL EXPERIENCE

Salsa Labs — Visual Designer

January 2017 – October 2020

- Managed and updated digital content: case studies, downloads, social media graphics, and training materials
- Strengthened brand recognition through high-quality collateral for webinars, events, and trade shows, contributing to improve client perception and engagement

Salsa Labs — Onboarding Specialist

June 2016 – December 2017

- Designed tailored onboarding experiences, combining presentations and support materials to help nonprofit clients launch with confidence and reduced learning curves
- Facilitated account configuration and trained users on software features

DonorPro — Web Services Specialist

October 2015 – May 2016

- Created accessible, responsive web forms to support nonprofit donation workflows and improve user experience
- Delivered client walkthroughs and ongoing support for fundraising tools

DonorPro — Special Projects Coordinator

October 2014 – October 2015

- Supported internal teams with project coordination and visual resource development, ensuring timely delivery of high-quality support materials

CONTRACT & FREELANCE WORK

Animal Friends Inc. — CRM & Events Systems Specialist (Contractor)

July 2025 - Present

- Leading setup and training for Bloomerang fundraising and volunteer management tools; building event templates, volunteer communications, and documenting key processes to streamline future operations
- Designed and launched a high-impact gala and auction website and led multiple cross-functional through end-to-end event execution; entrusted with sensitive donor and financial data, contributing to \$1M+ raised

Enmark Systems — Freelance Graphic Designer (Contractor)

November 2023 - Present

- Provide ongoing graphic design support for print and digital assets, including branded documents, ads, presentations, imagery, and marketing collateral in collaboration with the internal marketing team

EDUCATION

Pittsburgh Technical College – Associate Degree in Graphic Design, July 2014

AWARDS & RECOGNITION

Employee of the Quarter – Salsa Labs, January 2020

Recognized for outstanding creative work on Giving Tuesday and End-of-Year campaigns and cross-team collaboration

1st Runner-Up – PTC Portfolio Show, April 2014