

OLIVIA WEILAND

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SENIOR GRAPHIC DESIGNER

Versatile creative with 12+ years building brand systems, marketing campaigns, and digital content for mission-driven organizations and SaaS companies. Translates complex ideas into compelling visuals across the Adobe Creative Suite and Figma, delivering work that's both thoughtful and strategically impactful.

SKILLS

Design & Visual Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects), Bynder, Canva, Figma, Procreate

Creative Strengths: Brand identity, cross-channel marketing, layout & typography, narrative-driven campaign development, visual hierarchy & brand system design

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

Social Media & Digital Marketing: Email marketing, Facebook, Instagram, LinkedIn, TikTok, X (Twitter)

Project Management & Collaboration: Asana, Google Workspace, Keynote, Microsoft, Monday, Slack, Teams, Wrike

CONTRACT & FREELANCE WORK

Panorama Education — Marketing Designer (Freelancer)

April 2026 - Present

- Design and deliver a high volume of marketing assets, including Google Ads, display and social ads, eBooks, landing page visuals, and social templates, spanning both legacy and new brand systems to support a company-wide rebrand and keep the broader team executing consistently

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

July 2025 - Present

- Drove setup and training for Bloomerang Fundraising & Volunteering suite, configuring workflows, building peer-to-peer campaign templates, migrating legacy data, and coordinating vendor transitions to modernize operations
- Designed and launched the annual Black Tie & Tails gala and auction microsite and provided on-site support day-of, leading cross-functional teams through end-to-end event execution and contributing to \$1M+ raised in 2025
- Building a new volunteer management system from the ground up, creating email, newsletter, form, and scheduling templates to streamline event and volunteer operations

Enmark Systems — Freelance Graphic Designer (Contractor)

November 2023 - Present

- Serve as the sole designer creating educational content and marketing collateral for North American metal service centers, developed and expanded foundational brand guidelines, and designed the official logo for the annual Enmark Technology Conference (2025)

WORK EXPERIENCE

Bonterra — Senior Designer (Go-to-Market) promoted from Senior Graphic Designer (Brand)

March 2022 – May 2025

- Collaborated with a 4-person design team to unify creative direction across 10 brands, reducing visual inconsistencies and strengthening brand cohesion company-wide

- Supported multiple product launches with cohesive cross-channel creative, serving a 20-person marketing team with on-brand assets across email, social, and campaign channels
- Designed high-impact pitch decks and C-suite presentations for national nonprofit technology conferences including AWS IMAGINE, NTC, and Bridge, enhancing executive visibility across the nonprofit tech sector
- Partnered with marketing leads to translate strategy into compelling creative that drove campaign engagement

Salsa Labs / EveryAction — Senior Designer

October 2020 – March 2022

- Developed 100+ templates and microsites to improve user experience and streamline content production
- Partnered with product and UX teams to improve visual consistency in the software interface, enhancing usability and customer satisfaction
- Contributed branded graphics for social media, campaigns, and blog content as part of a larger design team, while also learning EveryAction's brand guidelines to support RFP development, web page design and guides following the acquisition

Salsa Labs — Visual Designer

January 2018 – October 2020

- Served as the sole designer responsible for all digital content, including case studies, downloads, social media graphics, and training materials
- Strengthened brand recognition through high-quality collateral for webinars, events, and trade shows, contributing to improved client perception and engagement

Salsa Labs — Onboarding Specialist

June 2016 – December 2017

- Helped establish the company's first onboarding program, designing tailored experiences and training materials from the ground up that helped nonprofit clients launch confidently and reduced learning curves

DonorPro — Web Services Specialist

October 2015 – May 2016

- Designed accessible, responsive web forms for 500+ nonprofit clients, supporting donation workflows and improving user experience at a top-ranked nonprofit CRM platform
- Delivered client walkthroughs and ongoing support for fundraising tools

DonorPro — Special Projects Coordinator

October 2014 – October 2015

- Delivered custom donation microsites for nonprofit clients across a 3,000-client base, supporting fundraising campaigns and collaborating with internal teams to deliver timely, client-ready solutions

AWARDS & RECOGNITION

Employee of the Quarter — Salsa Labs

January 2020

- Recognized for outstanding creative contributions to Giving Tuesday and End-of-Year campaigns and cross-team collaboration

1st Runner-Up — PTC Portfolio Show

April 2014

EDUCATION

Pittsburgh Technical College —

Associate Degree in Graphic Design

July 2014