

JED OLSEN

Graphic Design/Illustration

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SENIOR GRAPHICS ARTIST & DESIGNER

- Dependable, Knowledgeable, and Creative
- I am an experienced graphic designer and illustrator in the Las Vegas area. My career extends to corporate in-house departments, advertising agencies, and boutique design studios.
- My imaginative and engaging designs include projects for branding, packaging, websites, advertising, and marketing collateral. I have the experience, analytical and organizational skills, passion for quality, and technical savvy, to be an essential member of any creative team.

CORE SKILLS

- Graphic Design
- Illustration
- Photo Retouching
- Art Direction
- Branding
- Visual Communication
- Digital & Print
- Planning & Strategy
- Leadership

TECHNICAL SKILLS/TOOLS OF THE TRADE

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Hand Code HTML/CSS
- Traditional Illustration:
Ink Pencil Paint

SELECTED ACCOMPLISHMENTS

United Healthcare

- Created a new visual branding system for Behavioral Health Options (BHO). The old brand colors consisted of bright green, yellow, and orange. The old photography depicted people suffering from behavioral health issues. My research into the effect of color on mental health led me to choose a cooler palette of blues and greens. I chose more aspirational photography, including images that depicted recovery. I simplified this into one consistent element. The soft edges suggested “reassurance” to potential clients compared to the aggressive look of the old brand graphics.
- The new system was welcomed as a much needed update that satisfied the professionals in charge of BHO, as well as their clients and members.

Capriotti's Sandwich Shops

- Designed new visuals for Capriotti's Sandwich Shops to move the brand from a quick serve 'mom and pop' sandwich shop, to a fast casual dining experience. This required new menu designs, new packaging, new in-shop product posters, point of sale displays, 'local color' photography, and wall graphics.
- The new look communicated a high quality fast casual establishment.

Lovelady Brewing Company

- Devised a unique visual identity for a local craft brewery's retail packaging. Each can design related to the brand as a whole while showing off the distinctive flavor of each beer. I created a design that incorporated the company's iconic “heart and arrow” logo while showcasing each beer's unique appeal. The background colors were set to match the color of each particular beer. The heart logo contained illustrations that reflect the personality of each beer.
- The new can designs created a recognizable shelf presence for the Lovelady Brewery while being expandable for future brewery products.

PROFESSIONAL EXPERIENCE**United Healthcare****May 2017 – February 2020****Graphic Designer**

- Maintained consistent visual identities for various products and services in the healthcare market
- Created graphic designs and illustrations for direct mail, brochures, flyers, educational material, and other marketing materials
- Created electronic media for web, email, social media, and video displays using Photoshop, and HTML

Capriotti's Sandwich Shop**September 2012 – October 2016****Senior Graphic Artist**

- Created and maintained a consistent visual identity for Capriotti's and ensured all franchisee visual communications were professional in appearance
- Created graphic designs and illustrations for point of purchase displays, direct mail, menus, brochures and other marketing materials for all 114 Capriotti's Sandwich Shop franchises
- Directed photography and art production
- Fulfilled local shop marketing requests as well as the national campaigns

Specialty House of Creation, Inc.**October 2011 – August 2012****Graphic Designer**

- Composed and produced final art on using Adobe Illustrator, Photoshop, and InDesign
- Wrote print specifications
- Created and maintain company websites using Photoshop, HTML, CSS, and Flash

Advertising and Marketing Solutions**June 2010 – October 2011****Graphic Designer**

- Designed advertising, and direct mail for a variety of local and regional clients
- Created website designs and email using HTML and CSS

ITT Technical Institute**September 2009 – March 2011****Adjunct Instructor**

- Taught the "Rapid Visualization" drawing technique in the School of Drafting and Design, and School of Visual Communication

Digistock Design**September 2006 – February 2010****Graphic Designer**

- Composed and produced final art using Adobe Illustrator, Photoshop, and InDesign
- Wrote print specifications
- Retouched photos for print production and for sale as stock photography
- Created email campaigns using Photoshop, HTML, and CSS

LGT Advertising**May 2002 – September 2006****Art Manager**

- Composed and produced final art using Quark Express, Adobe Illustrator, and Adobe Photoshop.
- Wrote print specifications
- Managed 3 person staff of production artists and typesetters

EDUCATION**Bachelor of Fine Art****University of Nevada - Las Vegas, NV****Brand Strategy Certificate, and Brand Identity Certificate****HOW Design University**