

OLIVIA POTVIN

Graphic Designer

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EDUCATION

Texas Christian University, Fort Worth, TX

- Bachelor of Fine Arts in Graphic Design
- Expected Graduation Date May 2027

HONORS

- TCU Founder's Scholarship
- Brittany Joy Cune Scholarship
- TCU Graphic Design Scholarship
- Texas Christian University Scholar (4.0)
- TCU Deans List
- Cumulative GPA 3.846
- TCU Graphic Design Kick A** Juried Show 2025, 2026
- Graphis New Talent Photography Silver Award

SKILLS

- Adobe Creative Suite
- Figma
- Motion Design
- Microsoft Office
- ProCreate
- Illustration
- Painting
- Drawing
- Photography
- 3D modeling
- Mural art

AFFILIATIONS

- Member of the American Institute of Graphic Arts (AIGA)
- Graphic Design Society of Creative Excellence
- TCU Design Focus Member

EXPERIENCE

OLIVIAPCREATIONS

2022 – Present

Freelance Graphic Designer

- Conceptualize and deliver visually compelling designs including branding, digital marketing, and print materials.
- Manage the design process from concept to completion, including research, ideation, and production, while meeting tight deadlines and maintaining high-quality standards.
- Utilize industry-standard software to create logos, social media graphics, website assets, and other promotional materials.
- Communicate effectively with clients, providing clear timelines, project updates, and creative ideations to ensure client satisfaction and repeated business for future projects.

GRAPHIC DESIGNER

2025 – Present

Texas Christian University Marketing Department

- Designed visual assets for university marketing initiatives, including posters, social media graphics, digital library banners, and all promotional materials.
- Create and refresh official TCU logos and branded graphics while ensuring consistency with university brand guidelines.
- Produce and format designs across multiple media sizes for both print and digital platforms while managing projects and meeting tight deadlines.
- Develop custom apparel graphics, including T-shirt designs used for campus events and large student engagement campaigns.

CONTENT CREATOR

2021 – Present

TikTok Artist, @spicy_lemon

- Created and manage a TikTok account focused on painting and local mural creation, amassing 30,000 followers, 809,000+ likes, and over 5 million total views.
- Produce engaging short-form videos that showcase the artistic process from sketch to final piece, highlighting both small-scale paintings and large-scale mural installations.
- Built a dedicated following by sharing behind-the-scenes footage, technique breakdowns, and project reveals that resonate with both casual viewers and fellow artists.