

# 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

- Founder's Scholarship
- Texas Christian University Scholar (4.0)
- TCU Deans List
- Cumulative GPA 3.739
- TCU Graphic Design Kick A\*\* Juried Show 2025
- Graphis New Talent Photography Silver Award

## SKILLS

- Adobe Creative Suite
- Canva
- 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
- Design Focus Member
- TCU Percussion Club

## 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.

### ACCOUNTING TECHNICIAN

June – July 2024

#### Copperas Cove Finance Department, Copperas Cove, Texas

- Trusted and tasked with handling money bags to correctly count and inventory for the city.
- Provided assistance to full time workers in the business of payroll.
- Designed and Distributed Concept graphics, logos, and branding that was displayed in a brochure for a campaign to the City Hall.
- Marketed and created intriguing City Hall event posters for easy distribution throughout the offices to promote social functions and fundraiser events in the city.

### 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.