OLIVIA SHAPIRO
UX/UI DESIGNER, BRAND DEVELOPER

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My dedication lies in crafting seamless digital and physical user experiences and brand development. Experienced in product development, digital storytelling, project management, journey mapping, persona development, wire framing, and prototyping. Skilled in designing and executing user research plans using various methodologies with clear success criteria to guide informed design decisions.

PROFESSIONAL EXPERIENCE

DIRECTOR OF COMMUNICATIONS College Hockey South | Remote   5/2023 – Present
Assisted in establishing the women's hockey division, currently comprising eight teams across the southeast.
- Oversee 23 interns across the broadcast, journalism and sponsorship teams
- Direct and assist in content creation across all social platforms and website, ensuring alignment with branding guidelines
- Support logistical planning of staff, volunteers and interns for 11 conference tournaments

BRANDING AND DESIGN CONSULTANT Reed Leeper, P.C. | Remote   5/2023 – 4/2024
Comprehensive overhaul of the firm's brand identity and website stemming from crucial need to reflect the firm's successful litigation history during a firm restructuring.
- Conducted market research to guide branding and web development strategy
- Developed various logos and branding guide
- Crafted user-centric website with strong emphasis on accessibility, language translation and simplicity
- Created and executed extensive user-research plan, implementing feedback to final design

PROJECTS

APP ITERATION AND DESIGN – Collaborative Sprint, TechBuddy (8/2023)
Challenged with developing innovative solution to address the needs of individuals navigating evolving technologies across various devices such as phones, laptops, TV's and printers.
- Employed FigJam to track daily team progress during one-week sprint
- Developed wireframes and interactive prototypes utilizing Figma
- Conducted user testing leveraging interactive prototype to gauge user experience, deriving actionable insights to implement and refine design iteration

UPGRADE/REMAKE FREQUENTLY USED PLATFORM – Job Search Platform, Path (6/2023)
Challenged with improving or re-creating a widely used digital platform
- Developed personas and user journey map, depicting target audience and ideal user experience employing UXPressia
- Designed branding style guide and logo utilizing Canva and Adobe Illustrator, ensuring consistency and visual cohesion
- Created wireframe highlighting essential elements – profile page, job search platform and integrated interview platform

EDUCATION

MASTER OF ARTS – EMERGING MEDIA
University of Georgia, Grady College of Journalism & Mass Communication

Software & Tools: Adobe Premiere Pro, Adobe Lightroom, Adobe Illustrator, Adobe Photoshop, Microsoft Office Suite, Google Suite, HTML/CSS, Canva, Figma, UXPressia, CMS, AP Style.

BACHELOR OF ARTS – JOURNALISM
University of Georgia, Grady College of Journalism & Mass Communication

Languages: Bilingual and fluent in Russian