

# Olivia Riley Buchtenkirch

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## WORK EXPERIENCE

### PRO SOTO BEAUTY STUDIOS

UI/UX DESIGNER | May 2025 – February 2026

- Collaborated with UX developer every month to translate designs into a functional WordPress website.
- Maintained visual consistency across typography, navigation, and interface components.
- Prepared design assets and specifications for implementation.
- Supported product presentation and page structure across WooCommerce listings.
- Built and updated responsive pages using Elementor and Webflow within WordPress.

PHOTOGRAPHER | May 2025 – February 2026

- Captured and edited product photography for website, print, and social media use.
- Contributed visual content to support monthly campaigns and product launches.
- Managed image selection, retouching, and file optimization for web performance using Adobe Photoshop.
- Lead creative direction and product staging for brand photography.

INVENTORY ASSISTANT | May 2025 – October 2025

- Managed product inventory using DaySmart Salon and Microsoft Excel.
- Communicated with vendors regarding product availability, continuation, and discontinuation.
- Developed strong familiarity with cosmetic products to better understand the brand's values and mission.

### STUDIO 165+

SENIOR GRAPHIC DESIGNER | Aug 2025 – Dec 2025

- Developed mood boards, concept sketches, and illustrations in response to project briefs and creative direction from team leaders.
- Worked directly with clients through feedback, critique, and revision.
- Met weekly deadlines while balancing multiple assignments in a studio environment.
- Contributed to a collaborative team environment built on shared responsibility and mutual accountability.

WEBSITE MANAGER | Aug 2025 – Dec 2025

- Managed the studio's website using WIX, uploading up-to-date projects.
- Designed and built project pages highlighting studio work.
- Developed an organized file system on WIX for project documentation.
- Prepared and optimized images for responsive display.

### CHRISTINE BYER ESTHETICS

GRAPHIC DESIGNER | May 2024 – Sept 2024

- Designed product labels aligned with established brand identity and style guidelines.
- Prepared production ready files for digital and print applicants.
- Collaborated with marketing team to visually support product launches and promotions.

MOTION DESIGNER | May 2024 – Sept 2024

- Created animated GIFS and stop motion videos using After Effects and Premiere Pro for email newsletters and ongoing digital campaigns.
- Translated campaign messaging into engaging visual movement.

PHOTOGRAPHER | May 2024 – Sept 2024

- Executed product photography with consistent lighting, styling, and composition standards.
- Retouched and color-corrected images using Photoshop and Lightroom.
- Uploaded and managed product photos within Shopify product listings.
- Ensured cohesive presentation across e-commerce and marketing materials.

## EDUCATION

### BALL STATE UNIVERSITY

BS in Visual Communications and minors in Fine Art & Graphic Arts Management

## SPECIALTIES

### IDENTITY & BRANDING

Illustration, Logo Design, Visual Identity System, Typography, Storytelling, Brand Guidelines

### WEB DESIGN

Wireframing, Prototyping In Figma, UI/UX, E-commerce, Navigation Systems, Icons

### PACKAGE DESIGN

Label Design, Dielines, Mockups, Typographic Hierarchy, Brand Recognition, Product Staging.

### MOTION GRAPHICS

Kinetic Typography, 3D Product Animation, Storyboarding, Animated Brand Asserts, UI Motion, Stop Motion

## SOFTWARE SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe AfterEffects
- Adobe Acrobat
- Adobe Premiere
- Figma
- Shopify
- WordPress
- WIX
- Canva
- Elementor
- Google Suite
- Microsoft Suite
- Procreate
- WooCommerce
- Slack
- Webflow
- DaySmart

## SOFT SKILLS

- Problem Solving
- Communication
- Teamwork
- Accountability
- Adaptability
- Organization
- Empathy