

Olivia Riley Buchtenkirch

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WORK EXPERIENCE

PRO SOTO BEAUTY STUDIOS

UI/UX DESIGNER | May 2025 – Present

- Collaborate with UX developer to translate designs into functional WordPress website.
- Maintain 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 – Present

- Capture and edit product photography for website, print, and social media use.
- Contribute visual content to support campaigns and product launches.
- Manage 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.

FISHERS HIGH SCHOOL TIGER TIMES

EDITORIAL ILLUSTRATOR | Aug 2018 – May 2019

- Participated in student-led news magazine team, creating original illustrations using Procreate and Adobe Illustrator to visually support articles and enhance storytelling.
- Collaborated with the editor-in-chief to align visuals with article tone and messaging.
- Produced multiple illustration concepts weekly to meet fast-paced publication deadlines.

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

EDUCATION

BALL STATE UNIVERSITY

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

IVY TECH

Associate Degree in Visual Communications

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