

JED OLSEN

GRAPHIC DESIGN

ILLUSTRATION

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MISSION: To add value to my client/employer's business through the creation of high quality and engaging graphic design.

INTRODUCTION: **DEPENDABLE, KNOWLEDGEABLE, AND CREATIVE**

I am a native Las Vegas and highly experienced graphic designer. As a recipient of the DeVos Scholarship, I earned a Bachelor of Fine Arts from UNLV. I have extensive experience in both agency and in-house art management, department management, advertising, and graphic design.

SKILLS:

- Graphic Design
- Illustration
- Photo Retouching
- Art Direction
- Branding
- Visual Communication
- Digital and Print
- Planning and Strategy
- Leadership

ACCOMPLISHMENTS: **LOVELADY BREWERY**

A local craft brewery needed a unique visual identity for their retail cans. Each can needed to relate to the brand as a whole while showing off the distinctive of each beer. I created a design that would incorporate the company's iconic "heart and arrow" logo while showcasing each beer's unique flavor. The background colors were set to match the color of the particular beer. The heart logo contains illustrations that reflect the personality of each beer.


9th Island Pineapple Sour featured an illustration of a sunbather on the beach, behind the sunbather is the skyline of Las Vegas reflecting the local scene of the brewery.

Outback featured an illustration that is reminiscent of a 1950's style travel poster, but instead of the Australian Outback, the scenery behind the character is Red Rock Canyon reflecting the local scene of the brewery.

Together, these two designs create a recognizable shelf presence for the Lovelady Brewery while being expandable or future brewery products.


TECHNICAL SKILLS: **TOOLS OF THE TRADE**

 Adobe Photoshop

 Adobe InDesign

 Adobe Illustrator

 Hand Code HTML / CSS

 Traditional Illustration
Ink · Pencil · Paint

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC ARTIST · CAPRIOTTI'S SANDWICH SHOP
September 2012 to October 2016

GRAPHIC DESIGNER · SPECIALTY HOUSE OF CREATION, INC.
October 2011 to August 2012

GRAPHIC DESIGNER · ADVERTISING AND MARKETING SOLUTIONS
June 2010 to October 2011

ADJUNCT INSTRUCTOR · ITT TECHNICAL INSTITUTE
September 2009 to March 2011

GRAPHIC DESIGNER · DIGISTOCK DESIGN
September 2006 to February 2010

ART MANAGER · LGT ADVERTISING
May 2002 to September 2006

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