

GRAPHIC DESIGNER ari olson

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PORTFOLIO

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(more page password: socialwork)

EDUCATION

BFA in Graphic Design | 2020
Minnesota State University, Mankato
Marketing Minor
Second Concentration Photography
Dean's List, Magna Cum Laude, GPA: 3.7

SKILLS

Adobe Creative Cloud

Illustrator, Photoshop, Lightroom,
InDesign, Premiere Pro, Adobe XD

Office 365

Sheets, Slides, Docs, Forms & Drive

Social Platforms

Instagram, TikTok, Facebook, Twitter (X),
LinkedIn, BeReal,

Additional

Photography, Figma, Final Cut Pro,
Sprinklr, Dropbox, Mavenlink, Procreate,
Vimeo

ABOUT ME

I'm a Minnesota-based graphic designer and photographer passionate about creating visually engaging, strategy-driven content. Since 2016, I've combined creativity with strong project management skills to deliver impactful, on-brand designs across digital and print platforms. Organized and collaborative, I excel at managing multiple projects from concept to completion, blending artistic vision with strategic execution to achieve meaningful results.

EXPERIENCE

Senior Social Designer | Jan 2021 - Current

Pathfinders Advertising

- Helped establish and grow the agency's social studio, starting with a small team and expanding it into a larger department managing an increased portfolio of projects.
- Consulted with clients and the marketing team to identify strategies.
- Developed and managed monthly social media content calendars for clients across all major platforms, delivering 20+ custom assets for Instagram, Facebook, Twitter, and LinkedIn—from concept development to final execution.
- Defined the visual style and atmosphere for nutrition, beauty, automobiles, and cat litter, while overseeing the selection of monthly post types to ensure optimal audience engagement
- Drove strategic planning meetings to develop the best solutions for high-traffic social posts.

Graphic Designer | May 2018 - Jan 2021

All About Signs

- Delivered strategic design consultation to clients, aligning creative solutions with brand objectives.
- Designed and produced high-quality printed materials using large-format printers and plotters.
- Conceptualized, designed, and executed logos, signage, decals, vehicle wraps, and banners for a wide range of clients.

Graphic Designer | October 2019 – May 2020

Minnesota State University, Mankato

- Developed creative designs supporting multiple departments at Minnesota State University, Mankato.
- Collaborated with departmental teams to identify and implement effective visual communication strategies.
- Designed logos, posters, social media campaigns, buttons, and stickers to enhance campus branding and engagement.

Graphic Designer | June 2018 – June 2019

Fourteen Foods, Minneapolis MN

- Maintained brand consistency across all marketing materials for multiple Dairy Queen locations.
- Designed print and digital assets, including banners, brochures, billboards, and logos.
- Collaborated with marketing and production teams to execute effective campaigns.
- Managed multiple design projects, ensuring quality and on-time delivery.
- Integrated current design and marketing trends to create engaging, competitive visuals.