# Amy Oliver

GRAPHIC DESIGNER · INDEPENDENT SINCE 2003

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## I DESIGN BRANDS,

*— and everything they need after that.*

Identity and brand systems, large-format and environmental graphics, packaging, publications, campaigns and interactive, for national brands, universities, school districts, nonprofits, and small businesses I have built from nothing. I have never been only the designer on a job. I have art directed the photo shoot, briefed the illustrator, managed the client, prepped the production files, and run the business that invoiced for it.

### DRAGONFLY CREATIVE DESIGN · OWNER & DESIGNER, 2003 TO PRESENT

**200+**
clients, from Fortune 500 brands to one-person businesses

**9**
national campaigns for Sony, across film and product launches

**14 × 48 ft**
largest format produced, highway billboards

**Solo**
by choice, every project start to finish, for two decades

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| National campaigns | Nine campaigns for **Sony**, including **Spider-Man 3**, **Casino Royale** and **Click**: promotional microsites, sweepstakes and registration flows, playable games, email and retail collateral. Campaign and retail work for **IKEA**, **BMW**, **Land Rover**, **Coors Light**, **Sally Beauty**, **The Weather Channel**, **Capital One** and **State Farm**. |
| Campaigns at scale | Designed **MADD's Buzz Free Prom**, a national high school campaign: a seven-poster series, in-school kits, built retail displays, and partner programs with Wal-Mart and Jostens. |
| Environmental & large format | Highway billboards to 14 × 48 feet for **Grandy's**, plus vehicle and cart graphics, tradeshow systems, banner stands, A-frames and in-store displays, released to the fabricator's spec and built without revision. |
| Publications | Two hardback books, *From High on the Hilltop* (Marshall Terry's history of SMU) and *Garland Football: A Century of Championship Competition*, a 177-page centennial with a foil-stamped cover. Annual reports and donor guides for **Central Dallas Ministries**, **The Dallas Foundation** and **Project Access Dallas**. |
| Art direction | Directed the Central Dallas Ministries annual report photo shoot on set. Briefed and directed the illustrator on The Dallas Foundation's Giving Guides and annual reports. Managed licensed brand assets under licensors' usage rules. |
| Brand systems | Identity and brand architecture for multi-brand groups, including **JT Hospitality Group**: parent identity, vertical identities for each operating brand, and the collateral that presents them together. Roughly fifty marks in the current portfolio. |

## ALSO

### Boo Boo's Lemonade & Pop Up Concessions, *Owner*

2023 TO PRESENT

A mobile beverage and concessions business, started to teach my children entrepreneurship and now a working operation across four brands. Every piece of it is mine: identity, brand kits, menus across locations and seasons, apparel, packaging, product labeling, health-department documentation, event signage, banner stands, and the social campaign.

### Retro Reverence, *Founder*

2017 TO PRESENT

An art and print business on Etsy, operating under Dragonfly Creative Design. Built the brand, the product line, the size and printing guides customers order from, and the production pipeline behind it, alongside the ecommerce, listing photography, SEO and social promotion.

### Squires & Company, *Junior Designer*

2000 TO 2003

Interned during my final semester and was hired on graduation. A small downtown Dallas studio where you did a bit of everything, which is where I learned how to run my own.

## EDUCATION & TOOLS

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| University of North Texas | Bachelor of Fine Arts, Communication Design, graphic design emphasis. December 2000. Top Portfolio nomination. |
| Daily | Adobe Creative Cloud, current release: Illustrator, Photoshop, InDesign, Acrobat. |
| Also | Shopify, Etsy, Canva, Microsoft Office, Google Workspace, and AI tools including ChatGPT, Claude and OpenArt. |

*Rates and availability on request.*

amyolivercreative.com