



I'm a Portland-based Graphic Designer, Illustrator and Art Director. Well-seasoned, versatile and enthusiastic, I have a broad array of creative experience that includes brands and clients of various sizes across diverse industries, both internally and in agency settings. The perceptive heart of an artist and the organized mind of a project manager allow me to conceive solutions for your most challenging initiatives and execute projects with efficiency and keen communication. I'm naturally curious and love to learn, which has given my hands the opportunity to be in many pies, so to speak. This has served me well, helping me hone a broad range of skills—print and digital design, illustration, story boarding, retail packaging, brand development and implementation, and event and retail design to name a few—which makes me a great fit if you're looking for a complete package. I'm also kind of fun to be around, which doesn't hurt.

AREAS OF EXPERTISE

- Keen problem solver and design lead who keeps the pace when it comes to timelines and budgets on a broad range of print and digital projects.
- Well-versed in integrated brand campaigns and understands this is often a "big team" effort. I love a good team!
- Adept brand developer, both from scratch and when and when extending a brand to the necessary print and digital channels for optimal visibility and growth.
- Accomplished illustrator with experience creating elements and storyboards for motion graphics and short videos.
- Extensive knowledge and involvement designing and producing retail packaging for the food and beverage industry, including flexible packing, paperboard boxes, hang tags, metal tins and labels.
- Skillful production artist, able to review and prep files for many types of printing.
- Veteran press-checker, both locally and long-distance for a host of printed materials.

EXPERT SKILLS

Illustrator, InDesign, Photoshop and Acrobat Pro

ADVANCED KNOWLEDGE

Offset, rotogravure, flexographic, and silkscreen printing

SERIOUS CHOPS

MS PowerPoint, Figma, Wix and MS Word

SOME DABBING

Procreate, Adobe Fresco, After Effects and Squarespace

ATTENDED COLLEGE, GOT A DEGREE

Kutztown University Kutztown, PA
BFA | Communication Design
1984 - 1988

BONUS POINTS

Cook, baker, gardener, traveler, cat herder, house project doer, crafty maven, walker, music lover, downward dogger, keen observer, loyal friend, goofball.

AVAILABILITY

Short- or long-term, on-site, off-site, hybrid and remote opportunities.

WHERE I AM CURRENTLY

Principal | Designer, Illustrator, Art Director

Holly O'Leary Design - Portland, OR | 01/2002 to Present

Creative "hired gun" for various agencies and internal creative marketing departments, both locally and nationally. Clients have been focused in coffee, food and beverage, natural health care and non-profit as well as tech and athletic apparel. Design, illustration, package design, print management and project management skills abound. Making design look like magic for my clients is a delight!

WHERE I'VE BEEN

Art Director

3Thirds Group - Portland, OR | 04/19 to 12/25

Lead a small team within this Portland-based marketing agency as we handled integrated campaigns for a large public utility. Designed for a variety of other clients in the energy, tech and hospitality realms. Collaborated regularly with designers, writers, video staff and producers.

Senior Graphic Designer/AD/Packaging Pro

Coffee Bean International - Portland, OR | 03/09 to 02/13

Worked closely with a small team to design and execute branding initiatives, marketing materials and retail packaging solutions for coffee and tea. Clients included national grocery chains, retailers and boutique coffee shops. Strong focus on design, production and press checks for flexible packaging.

Senior Graphic Designer

Koopman Ostbo Marketing Communications - Portland, OR | 05/06 to 08/08

Designed and produced consumer retail packaging, print advertising, marketing and sales materials and trade show graphics. Strong focus on organic foods and healthy lifestyle products, non-profit and state organizations, print coordination and project management.

Senior Graphic Designer

Opus Creative - Portland, OR | 04/00 to 05/06

Executed large amounts of print design and production of marketing materials, trade show graphics, white papers, catalogs and print ads. Strong focus on the tech industry.

Graphic Designer

Oregon Scientific - Tualatin, OR | 05/03 to 12/03

Individually responsible for package and POS design and production, retail displays, signage and marketing materials for this consumer electronics brand. Communicated regularly with over-seas product design and manufacturing facilities.

Contract Graphic Designer

Regence BlueCross BlueShield of Oregon - Portland, OR | 06/02 to 12/02

Print design and production of internal and customer-facing marketing materials and illustrations for this prominent provider of healthcare coverage.

Graphic Designer

Diversity Corporation - Beaverton, OR | 04/98 to 04/00

Print design and production of marketing materials, annual reports and white papers primarily for the tech industry.

CLIENT'S I'VE WORKED WITH INCLUDE:

PacifiCorp (Pacific Power and Rocky Mountain Power), Hawaiian Electric, Outrigger Hotels & Resorts, Autodesk, Intel, Tektronix, Nike, Meta, Apple, Target, Nordstrom, Reser's Fine Foods, Winco, Bob's Red Mill Natural Foods, The Fresh Market, Kroger, Smuckers Quality Beverages (RW Knudsen), Walgreens "Good & Delish", Farmer Brothers Coffee, ReadyPac Foods, Luna & Larry's Coconut Bliss, Tails & Trotters, Gilgamesh Brewing, National University of Natural Medicine, Idaho Fish & Game, Perennial Strategy, Noble Communications, IDL Worldwide.