

# OLIVIA BRUNNER

*Design sparked by strategy, shaped by instinct, and grounded in humanity*

Over the past 10 years designing for health and wellness brands, I've focused on creating cohesive brand identities that balance clinical credibility with consumer-first design thinking.

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## EXPERIENCE

### **Area 23 | Remote/NYC, NY | Art Supervisor - Group Art Supervisor | Jun 2021 - Present**

- Led integrated creative across digital, social, web, experiential, print, and broadcast—including multiple national TV campaigns—for long-running dermatology, immunology, and vaccine brands.
- Built and evolved multi-year brand identity systems, ensuring cohesive visual language across product launches, education initiatives, and multi-phase campaign refreshes.
- Translated complex scientific information into simple, clean, emotionally compelling visual storytelling tailored to both consumers and clinicians.
- Directed external creative partners including illustrators, editors, photographers, and production partners to bring elevated campaign concepts to life.
- Partnered cross-functionally with strategy, UX, creative leadership, copy, and medical/legal to align creative to brand goals and deliver high-quality, on-strategy work.

### **PRECISIONeffect | Remote/Boston, MA | Senior Designer - Art Supervisor | Sept 2018-Jun 2021**

- Concepted and executed brand creative across more than a dozen therapeutic categories—including biotech, dermatology, women's health, oncology, and rare disease—building distinct visual identities for a wide range of audiences and brand narratives.
- Developed 14 visual identities and logos (4 trademarked) as part of holistic brand systems
- Managed and mentored junior designers, providing creative direction, feedback, and workflow oversight across simultaneous projects.

### **Tyndall Design | Maynard, MA | Freelance Designer | Nov 2017 - May 2018**

Executed designs for advertising and promotional materials for medical devices and diagnostic products across diabetes, transfusion, and lab testing categories.

### **Digitas Health | Philadelphia, PA | Designer - Art Director | Jan 2016 - Oct 2017**

Created multi-channel education campaigns across digital, social, print, and Times Square OOH for behavioral health, dermatology, and men's health brands.

### **Freelance Work | Remote | May 2013 - May 2018**

Provided executional support across education, public safety, and fashion clients, including MIT Press, Rider University, The Derryfield School, FORGE Worldwide, Motus, and Coldwater Creek.

### **Sir Isaac | Salem, MA | Art Director | July 2015 - Oct 2015**

Produced executional design work for product focused marketing across diagnostic testing, agriculture, and financial clients

## EDUCATION

### **4As Institute for Advanced Advertising Studies | 2017**

### **Syracuse University | BFA in Communications Design | 2015**

## SKILLS

Creative direction, strategic problem-solving, team leadership and mentorship, client presentation, concept development, UI and web design, motion and storyboard development, integrated marketing strategy, video and photo shoot direction

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro), MidJourney AI, Sketch