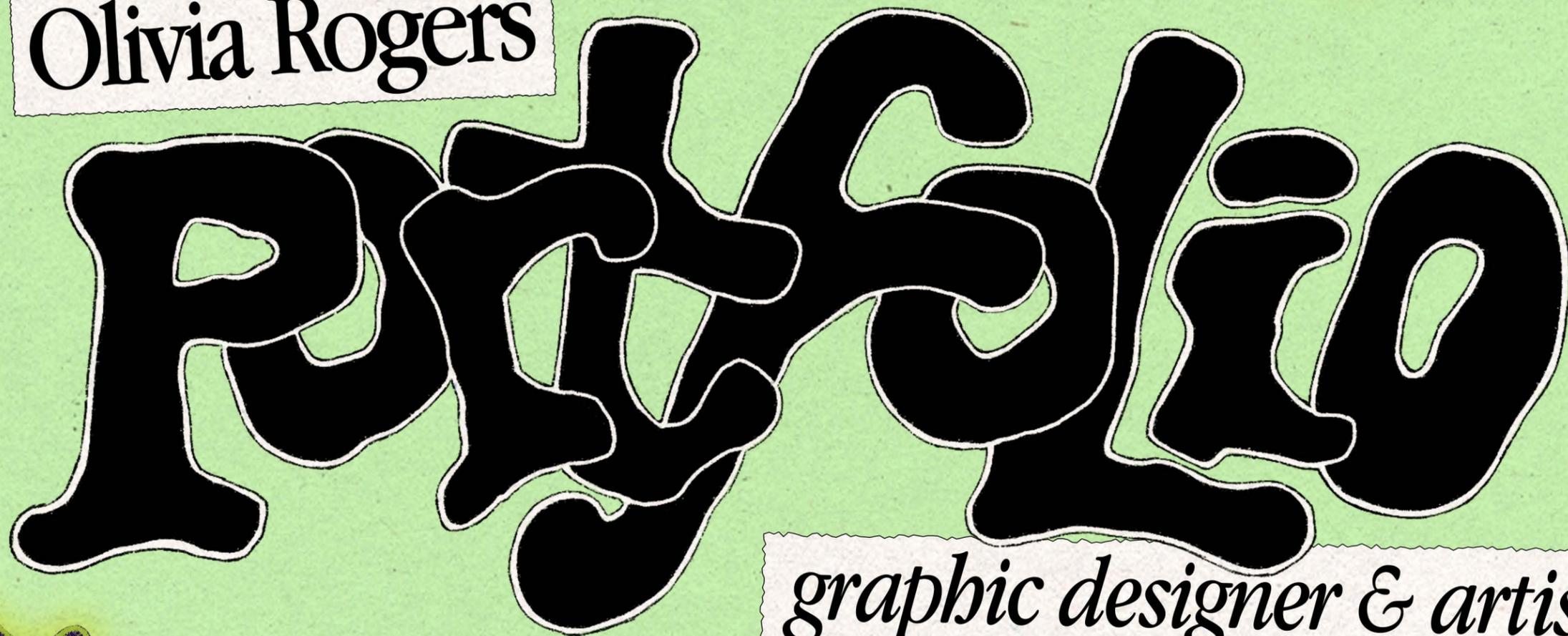




Olivia Rogers



Olivia Rogers

*graphic designer & artist*

**2025**



# Olivia Rogers

Hello there! I am a graphic designer based out of Reno, Nevada, that loves creating imaginative, fun and artistic designs for any kind of project. I have an incredibly deep love for storytelling through design and finding unique ways to think out-of-the-box and experiment with different mediums and ideas. Let's work together!

## EDUCATION

University of Nevada, Reno ~ BFA Graphic Design, 2021 - 2025

## JOB EXPERIENCE

Nevada Sports Net ~ Camera Operator, 2021 - Present  
Eddy Westin & Company ~ Multimedia Specialist, 2021 -2024  
Inkblot Marketing ~ Graphic Designer, 2023 - 2025

## SOFTWARE EXPERTISE

Ps

Ai

Id

Pr

Xd

Lr

# table contents



**5** Branding

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LOGOFOLIO

le jardin  
de macaron

BASEMENT

\*Sheppard  
contemporary



Portland

IKEA



pepper  
mill



ब्रांडिंग

Branding

# AMPLIFY!

Project Type: University, Senior Thesis Project ————— Year: 2025

Amplify! is my senior thesis project in which the goal was to explore and completely design a brand from scratch, designed around the ever-present normalizations of the music industry, specifically in punk/rock music. Inspired heavily by my personal experience in an all girl rock band, misogyny and inequality are prevalent more than ever. By using abstraction, edgy-design & unique photoshop techniques, this brand's mission shines strong: giving power back to the artist, no matter who they are.



FINAL LOGO



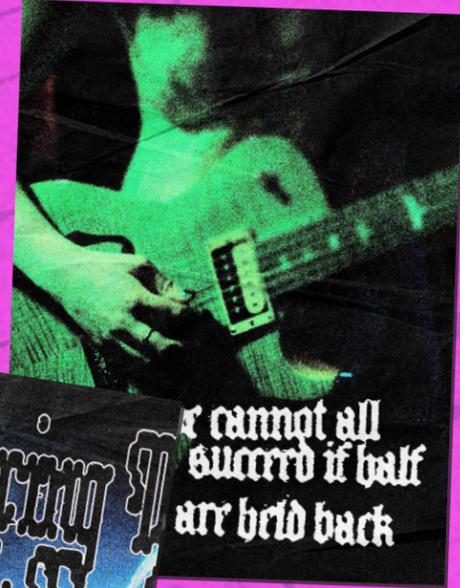
LOGO SKETCHES



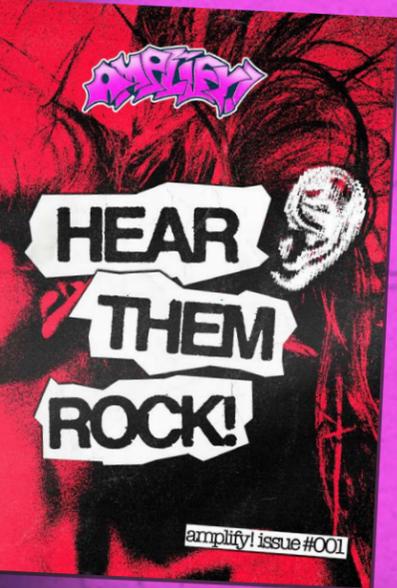
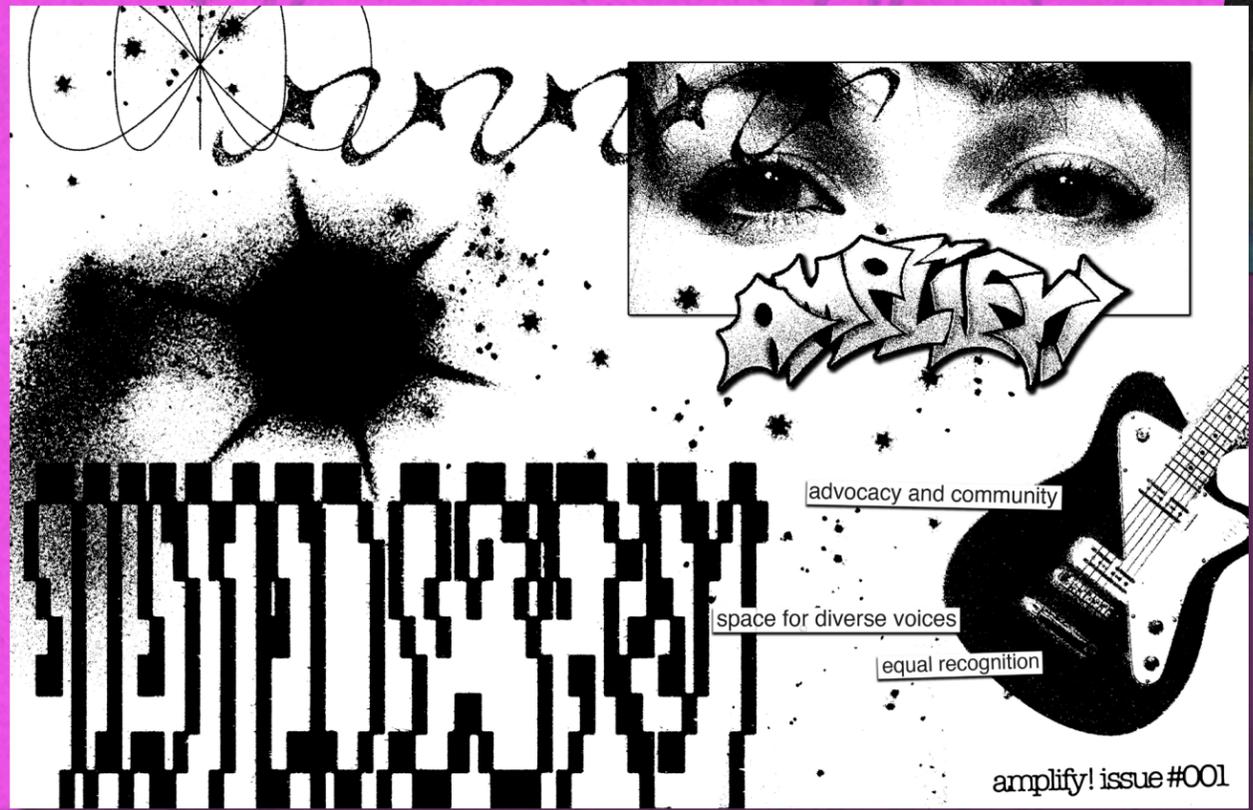
"HEAR THEM ROCK"

ZINE, 11x17"

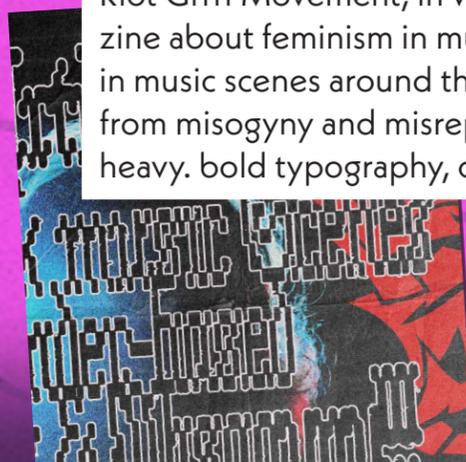
FRONT



BACK



This Zine deliverable was heavily inspired by the 90's Riot Grrrl Movement, in which there was a new, raging zine about feminism in music released almost every month in music scenes around the world. The idea of female rage from misogyny and misrepresentation comes across in heavy, bold typography, compelling graphics & images.



AMPO3 PEDAL

VINYL WRAPPED,

3.5"x4.1" RAT

CUSTOM STICKER

STICKERS

COLORED VINYL

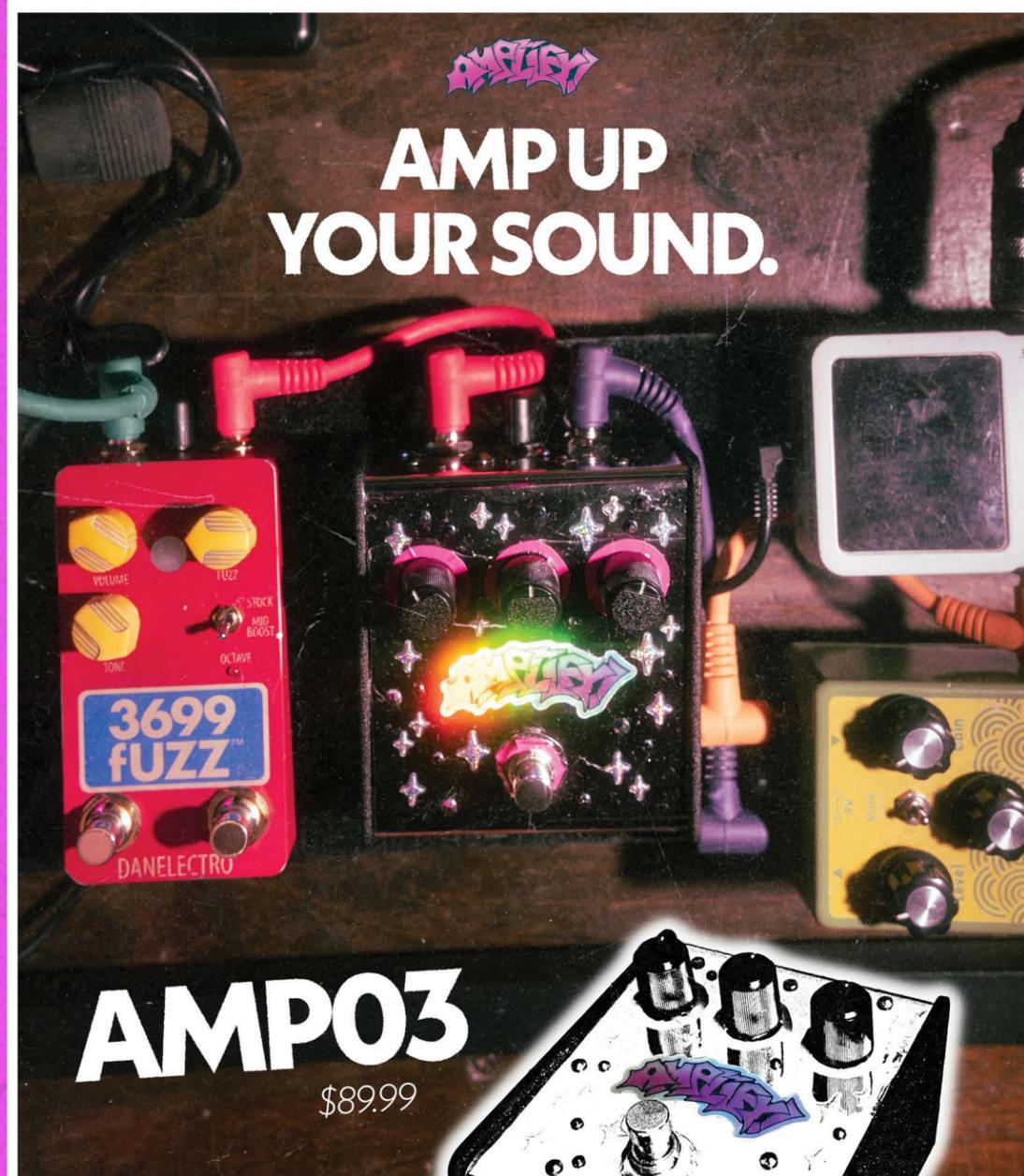


As this project is heavily inspired by my time being in an all-female rock band, I wanted to incorporate something important to me while making music, being effects through pedals. I used my RAT Co. Pedal and vinyl wrapped, decorated and stickered it to match the identity of Amplify!



AD POSTER

24"x36"



Put the *Amplify!* pedal between your guitar & amp, and get to jamming! With JFET op-amps, this high-headroom overdrive is chock-full of chime and clarity. Three different modes enable you to inject grind into your playing and give yourself a transparent dirty boost with asymmetrical silicon diode clipping.

available in stores & online!

overdrive!

Available now! Cranked grit and drive all in one pedal! Explore your sound.

# COMPILATION VINYL COLLECTION



# IKEA REDESIGN

Project Type: University, Branding Design ————— Year: 2024

Being one of my favorite stores to visit since I was a kid, IKEA has been an iconic shopping location for decades. With their mid-century modern design and minimalistic products in mind, I redesigned their simple logo to fit more of the furniture and appliance aesthetic that they have been selling for years. Keeping the same color palette with brighter notes, this redesign is meant to appeal to customers of all ages! I loved working on this project.

FINAL LOGO

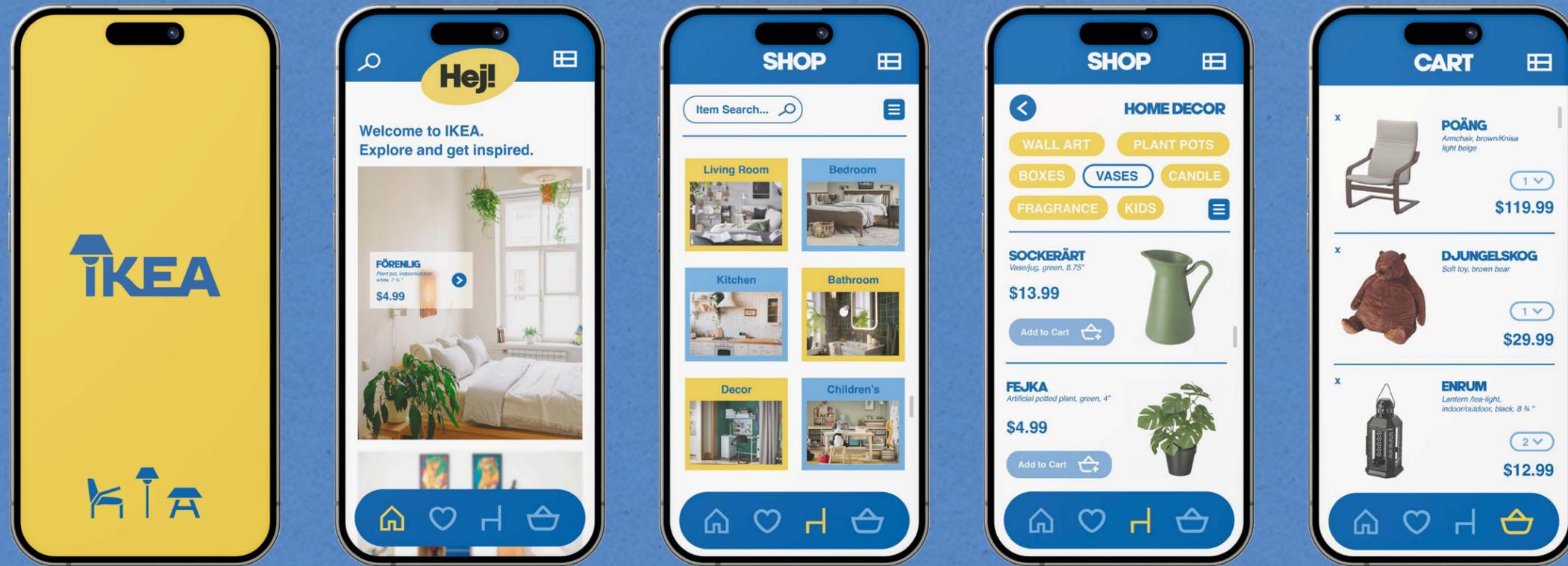


SECONDARY ELEMENTS

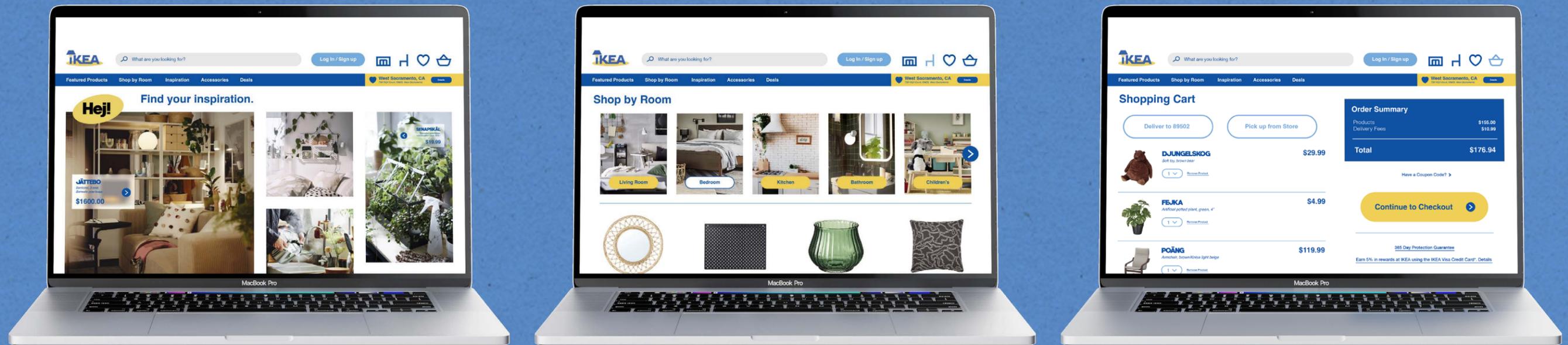


BRAINSTORMING

# IKEA APP DESIGN



# IKEA WEBSITE



MADE IN ADOBE UX

**BILLBOARD**



**IKEA ADVERTISING**

**WEB AD**

HEMNES 2 drawer chest <b>\$149</b> December 2020	HEMNES 2 drawer chest <b>\$149</b> December 2021	HEMNES 2 drawer chest <b>\$149</b> December 2022		HEMNES 2 drawer chest <b>\$149</b> December 2023	 Always affordable.
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Heavily inspired by vintage and retro IKEA advertising designs, I created a series of web banners, magazine ads and billboards. Incorporating simplicity and most importantly the creativity of the company itself was an important piece of this project. Putting together ironic imagery was a huge inspiration for this.

**MAGAZINE AD**



**WEB AD**



What else would you need?

**WEB AD**

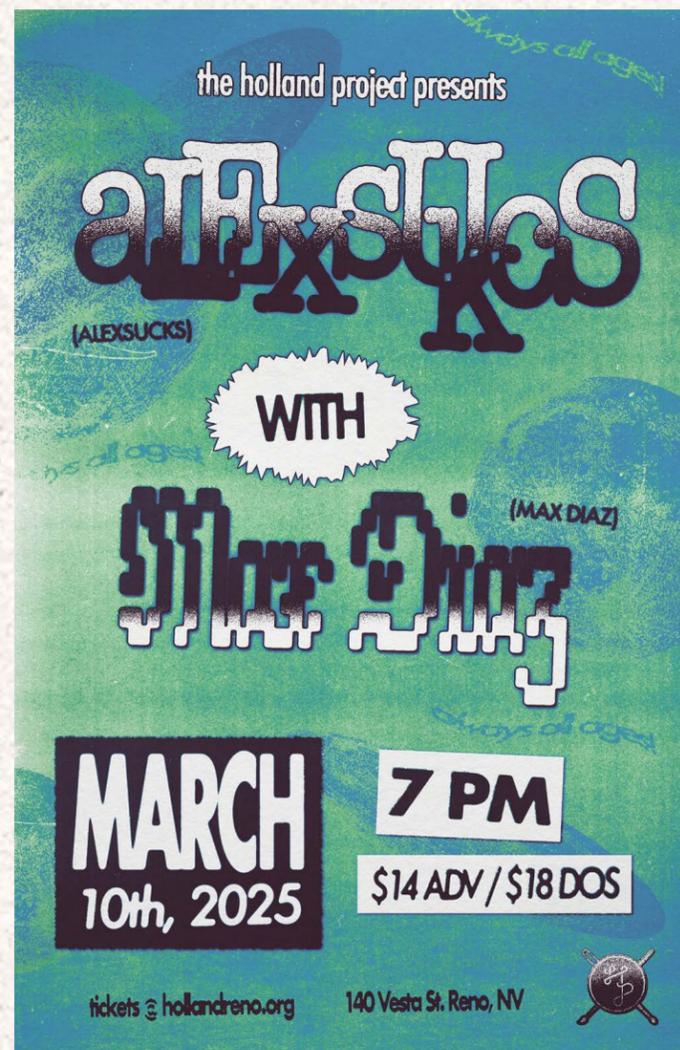
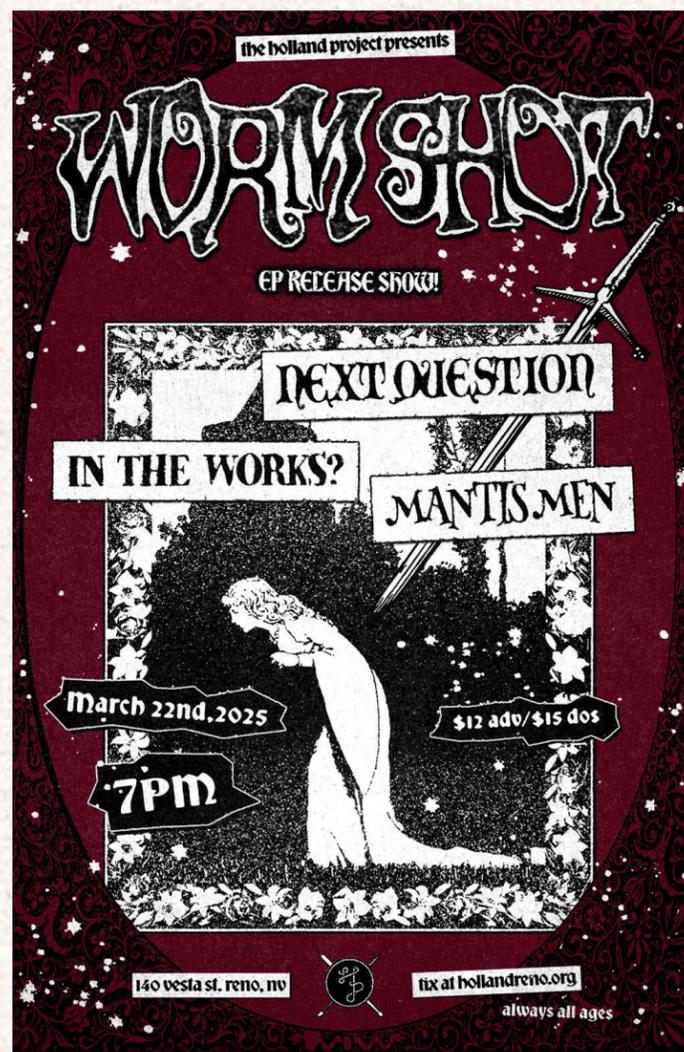
Everything in one place.

Posters

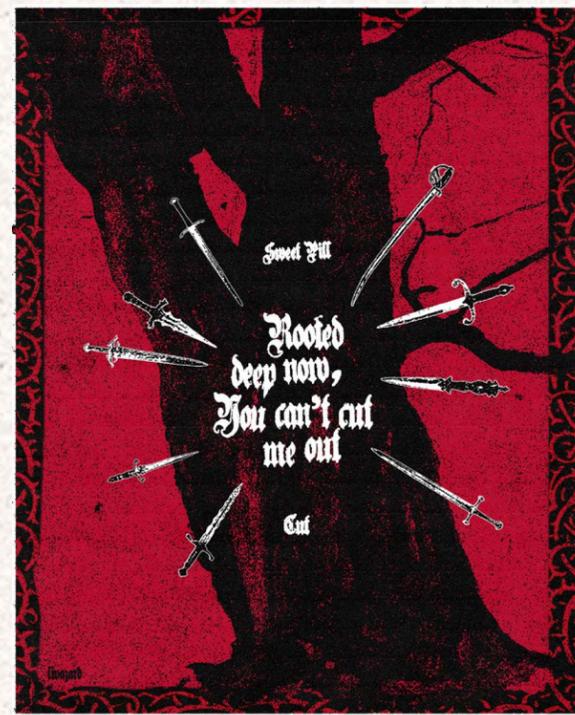
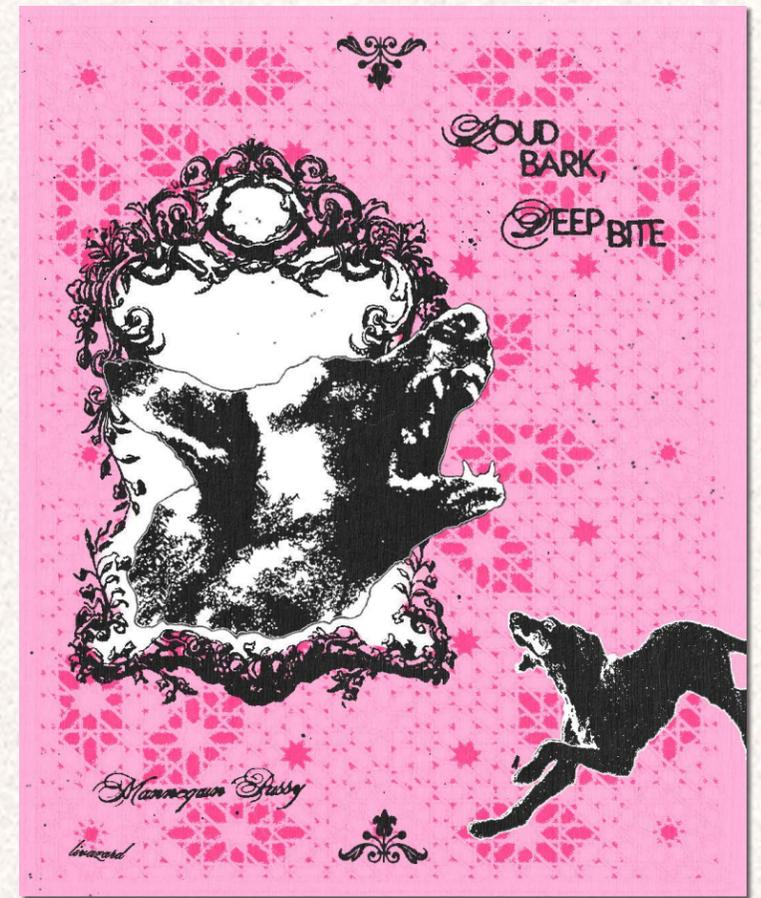
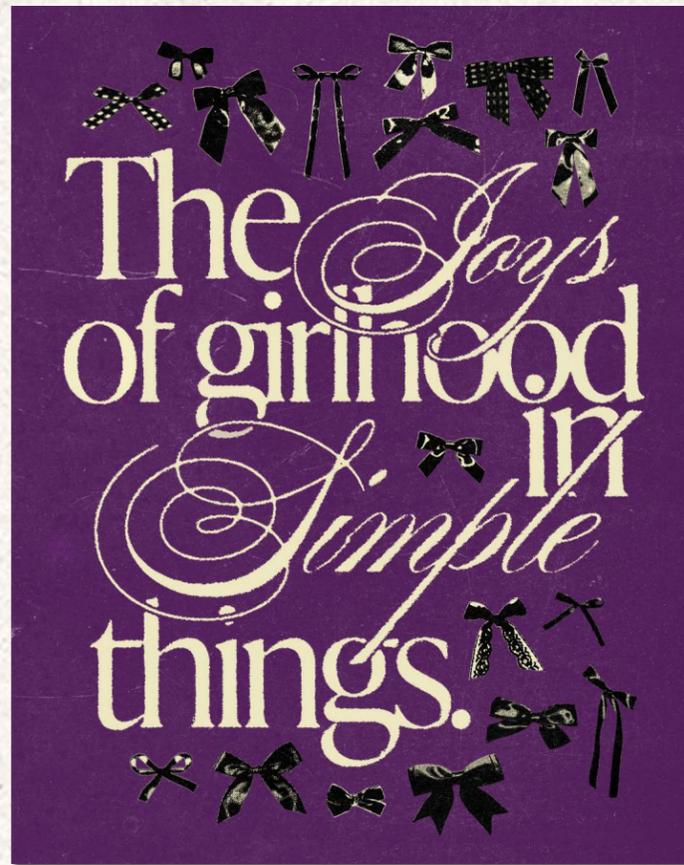
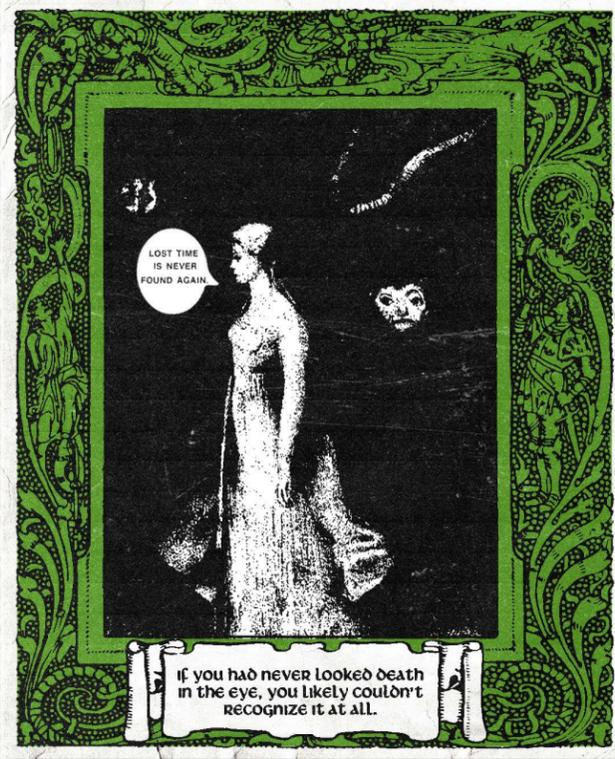
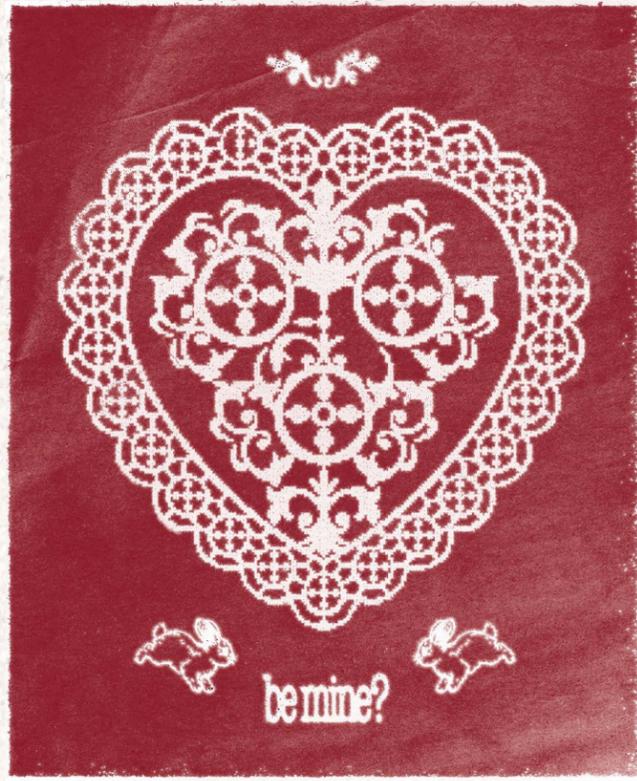
Posters

# POSTER DESIGN

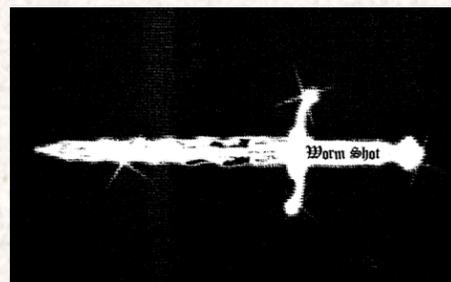
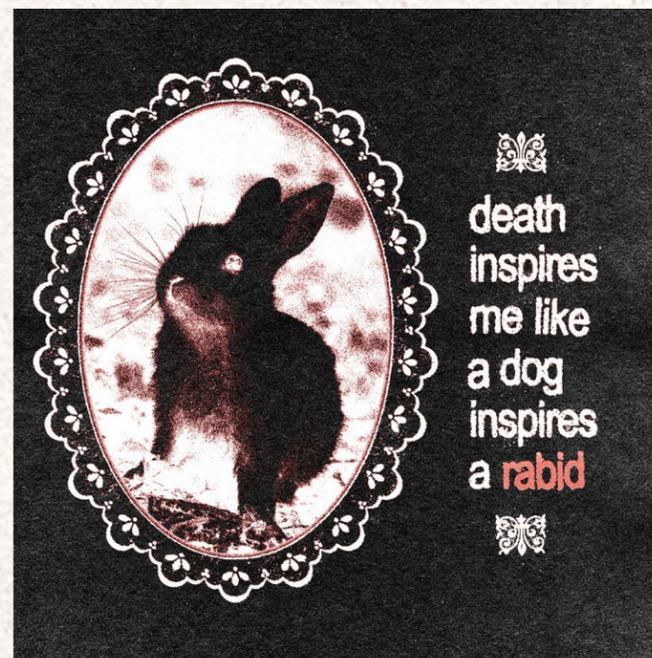
Poster Design!!! This is definitely one of my favorite forms of graphic design. It gives me such an outlet to be creative and experimental in everything I make. I love making cohesive, colorful and informative designs while being functional and fun to look at!







livazard



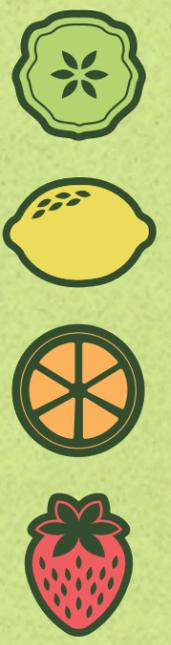
Package Design

Package Design

# DILLY DALLY

Project Type: University, Package Design ————— Year: 2024

Dilly Dally is a pickle infused drink, meant for pickle lovers and pickle fear-ers. This brand was not only inspired by my intense love for all things pickle, but the lack of pickle products, especially drinks, in stores today. Using bright, fun colors and illustrations, Dilly Dally inspires to be one of the first casual pickle beverages.



## FINAL LOGOS





MAGAZINE AD



PHOTOGRAPHED BOTTLES



BACK LABEL



CARRYING CASE

# le jardin de macaron

Project Type: University, Package Design

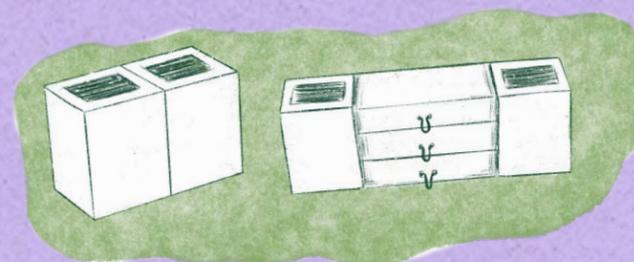
Year: 2024

Le Jardin, meaning 'the garden' in French, is a macaron package design inspired by dreamy, fairy garden illustrations with hand-drawn packaging and fun colors. This project was so fun in exploring different ways to construct a dessert box, in order to make it functional while also feeling luxurious and gourmet.

## MACARON BOX DESIGN



## BILLBOARD



## BOX CONSTRUCTION



# 知识王国

Typography

# TYPOGRAPHY

I have always loved drawing and sketching, which has profoundly made its way into my design process with handwritten typography. I love experimenting with font shapes and forms to make something unique, every single time.

Futura. Created in the year 1927, by designer Paul Renner.

Futura was designed as a contribution to the New Frankfurt Project, an affordable modernist housing movement.

1927

Futura can be found on many luxury clothing and designer brands such as Supreme and Louis Vuitton.

Futura. Distinctive for its long ascenders and classical roman capitals, it's considered a progressive font that helped to represent the European Avant Garde.

Ff

Basement

HAND DRAWN



WORM SHOT

ROY MUSTANG

SCOWL

ULTRAQ

WORM SHOT

WORM SHOT



WORM SHOT



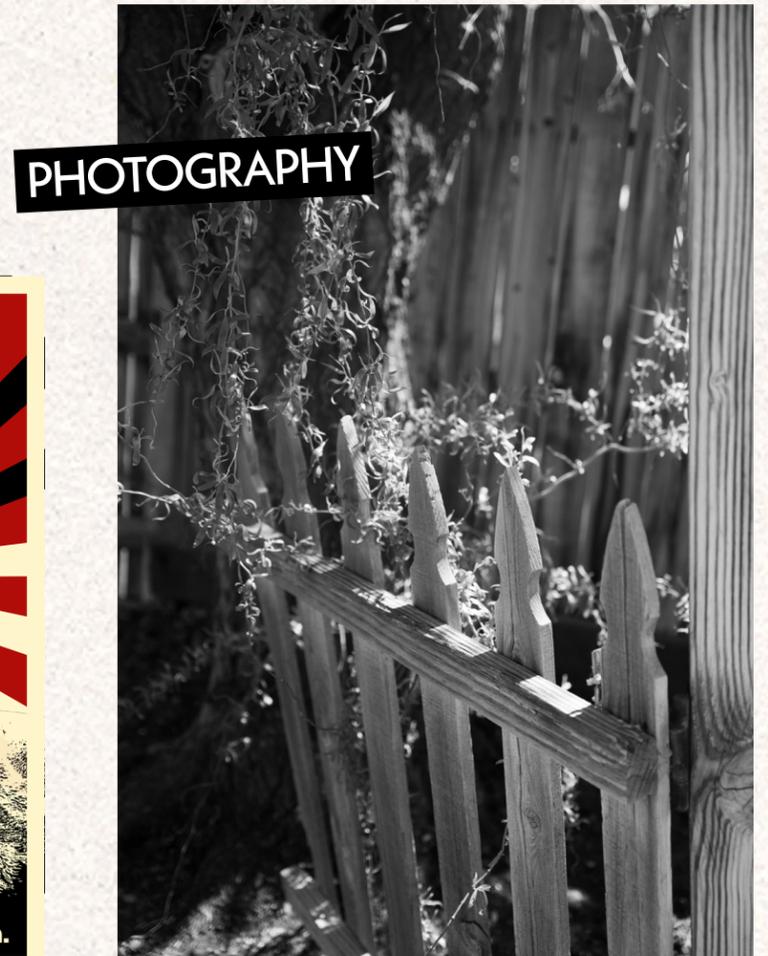
COLLAGE



MARKETING



PAINTING



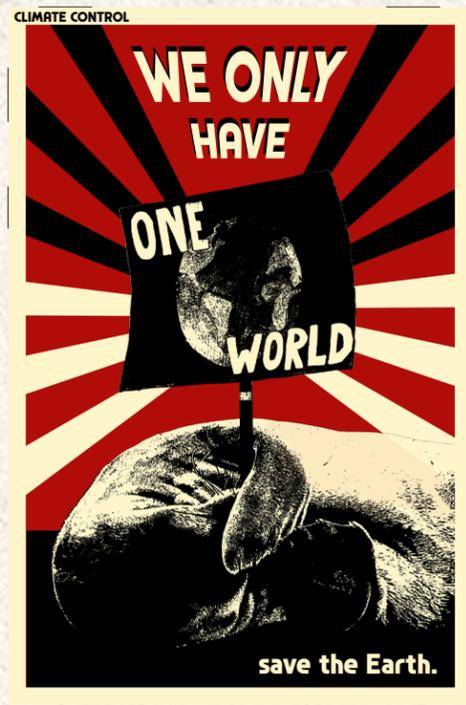
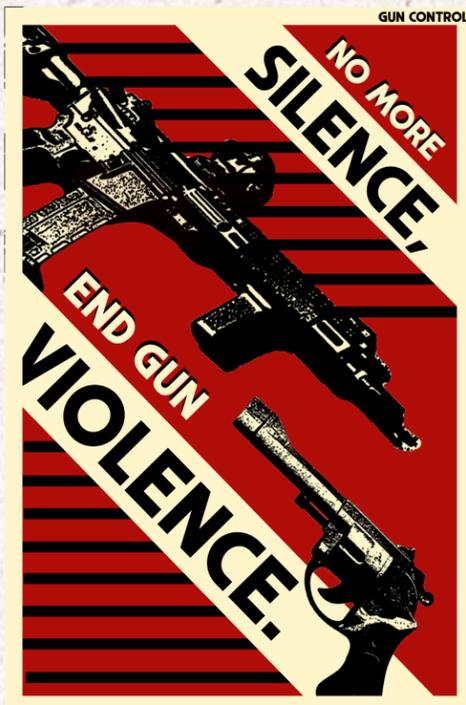
PHOTOGRAPHY



EDITORIAL



POSTER SERIES



*Thank You!*

*Contact Me!*

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Email: livazard.design@gmail.com