

Caelan Oleson

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Employment

Graphic Designer

Freelance; July 2024 - Present

- Produced brand identities and logos for small business clients, using Adobe Creative Suite, to establish their own consistent and professional look across web and print.
- Created digital marketing assets for social media and marketing campaigns, to improve overall brand visibility and increase audience interaction.
- Managed multiple design projects simultaneously, meeting all client deadlines and providing print-ready files for various production needs in organized file repositories.

Patent Illustrator

Arrow Design; April 2023 - July 2024

- Drafted formal patent drawings from rough sketches and prototypes using Adobe Illustrator and Photoshop, ensuring all illustrations met strict standards.
- Translated complex technical concepts into clear visual diagrams using Microsoft Visio, making them understandable and organized.
- Edited drawings as needed by clients or patent office to ensure timely filing.

Intern

Arapahoe Community College; December 2022 - May 2023

- Designed promotional materials for campus events and student clubs using Adobe Creative suite, helping increase student awareness and participation in college activities.
- Modeled accurate scientific diagrams for use in coursework and the public domain using Blender.
- Created YouTube thumbnails for instructor material and internal videos.

Education

BS, Game Programming and Development

Southern New Hampshire University; Expected 2027

AAS, Graphic Design and Illustration

Arapahoe Community College; Graduated 2023

Skills

- Full brand design workflow including logo, packaging, business cards, collateral, guidelines, websites, social media, email, and signage while iterating on feedback.
- Expert in Adobe Creative Suite with 13+ years in Photoshop, Illustrator, Indesign and proficient with After Effects, Premiere, Lightroom, Substance 3D, Audition, and Animate.
- Photo and video editing as well as photography and filming using standard practices and visual concepts and timing.
- Expert in Blender with 15 years of experience and a strong foundation in 3D modeling, sculpting, animating, texturing, and rendering along with proficiency in Maya.
- Ability to illustrate stylized art as well as technical accurate drawings following artistic guidelines, concepts, and principles.
- Full stack web development along with self hosting and secure network setup.
- Designing in a team adhering to established design guidelines, as well as independently while establishing design guidelines.