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Olivia (Liv) Trujillo, M.A. | Creative Director

Brand strategist and creative director with six years of experience building brand systems, launching national campaigns, and leading rebrands for startups and established CPG companies. As the founder of Hi Lo Design Co, I bring creative and knowledgeable expertise in retail positioning, go-to-market execution and FDA-compliant CPG packaging. My work translates brand vision into authentic creativity, with a specialized fluency in Latino/Hispanic markets that drives growth across national retail channels.

Skills

- **Creative Direction & Brand Strategy:** Integrated campaign concepting, visual identity systems, rebrands, and brand storytelling across channels. Developer of a proprietary brand strategy roadmap used to position companies through new builds and brand refreshes from brief to launch.
- **Leadership & Management:** Experience leading multidisciplinary teams across brand strategy, marketing, and design, while managing external contractors, vendors, and manufacturing partners. I believe in fostering a collaborative environment built on open communication, mentorship, and trust while empowering creatives to grow and do their best work.
- **Design Production:** Perfectionist at heart and obsessive attention to typography, spacing, color, and visual consistency across social, digital, web, video, and print deliverables. Full proficiency in Adobe Creative Suite including Photoshop, Illustrator, InDesign, Premiere, and Lightroom.
- **Digital & Web Design:** Figma, Elementor and WordPress, Squarespace, and HTML and CSS for design collaboration, UI/UX, and presentation builds.
- **Campaign & Marketing Strategy:** End-to-end campaign execution spanning content creation, social strategy, performance marketing, and go-to-market planning for startups and established brands.
- **CPG & Retail Design:** FDA-compliant packaging, POS materials, sell sheets, catalogs, and retail positioning for food, beverage, and consumer packaged goods brands with national distribution experience.
- **Photography & Creative Production:** Full creative direction of photo shoots from concept development and photographer selection through overall visual style and on-set execution. Product and lifestyle photography editing and art direction.
- **Client Relations & Project Management:** Presenting and defending creative work to clients and internal teams, managing timelines, budgets, feedback loops, and vendor relationships across multiple simultaneous projects.

Experience

Founder & Creative Director
Hi Lo Design Co | May 2023–Present

- Led brand strategy and visual direction for clients ranging from emerging startups to national brands, defining identity systems, campaign concepts, and creative frameworks built for long-term scalability.
- Directed full-scale rebrands from strategic positioning through final production, delivering cohesive visual identities across digital, print, social, and retail channels.
- Developed and applied a proprietary brand strategy roadmap to guide clients through new brand builds and refreshes, establishing a repeatable system for positioning, storytelling, and market entry.
- Oversaw end-to-end creative production of photoshoots, directing concept development, photographer selection, visual style, and on-set execution for product and lifestyle campaigns.
- Shaped go-to-market strategy and sales materials including pitch decks, sell sheets, and packaging design that helped CPG clients secure placements in national retail.
- Contributed visual creative direction to the San Francisco 49ers "Faithful to The Bay" campaign, supporting fan engagement and brand storytelling at a national scale.
- Managed all client relationships, project timelines, budgets, and vendor coordination across simultaneous engagements with full ownership from brief to delivery.

Brand Manager
Noble.AI | Sept 2022–April 2023

- Spearheaded a company-wide rebrand for an AI technology firm, redefining visual identity and messaging strategy to align with Noble.AI's positioning as a leader in AI-driven innovation.
- Directed the design and launch of a new website and full suite of corporate materials, elevating brand presence and market credibility across all customer and investor touchpoints.
- Conceived and led development of sales assets and investor presentations that directly supported securing $10 million in funding from Microsoft.
- Partnered with marketing, product, and executive leadership to establish brand consistency and creative standards across every channel and communication touchpoint.

Freelance Graphic Designer & Brand Strategist
Jan 2021–Sept 2022

- Partnered with clients including Adobe and Denver-based agencies such as Stay.Gold, Buoy Marketing, and Pharmacann to support branding, pitch deck development, and marketing strategy across a range of industries.
- Designed brand identities and retail-ready materials for nonprofits, CPG brands and startups, contributing to market entry efforts and increased shelf presence.
- Managed a full freelance client roster while completing a Master's degree, consistently delivering quality work on time across simultaneous projects.

Project Designer
Kitchell | Aug 2019–May 2020

- Led a departmental rebrand spanning reports, documents, and web presence, modernizing internal and external communications for an engineering and architecture firm.
- Collaborated with licensed architects and engineers on design projects, ensuring visual cohesion and informed material selections across project deliverables.
- Produced architectural renderings, spatial and environmental graphics using Photoshop, Revit, and SketchUp to support project development and client presentations.
- Contributed to product specification, pricing, and material procurement, developing a detail-oriented approach to project accuracy and execution.
- Founded and led the Culture Club, an internal creative initiative designed to strengthen team engagement and department morale.

Education

Master of Arts in Strategic Communication Design
University of Colorado Boulder — 2022

Bachelor of Arts in Design, Cum Laude
University of California, Davis — 2019