

# OLIVIA YUHAS

## GRADUATE STUDENT



Philadelphia, PA



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### SUMMARY

I bring a people-first approach to design, grounded in empathy, clear communication, and the ability to make complex ideas feel approachable and straightforward. I'm motivated by creating experiences that support, guide, and connect, blending thoughtful problem-solving with a warm, intentional design style.

### SKILLS

Visual Design • Wireframing & Prototyping • User Research • Information Architecture • AI Branding & Identity • Accessibility-Focused Design • Figma • Illustrator • Procreate • Canva

### EXPERIENCE

#### Field Marketing & Brand Representative | TerrAscend

Philadelphia, PA • November '23 - Present

- Educate patients across 50+ dispensaries, helping new consumers feel confident and informed.
- Enhance brand awareness by creating educational and event content, which reaches over 1,000 people monthly.
- Share patient insights with cross-functional teams to enhance communication and improve the overall experience.

#### Extern | Lawrence County Federated Library System via MBS Externship Exchange

Remote • June '25 - August '25

- Co-developed a unified brand identity system for a three-library network, including logo, color palette, typography, and templates.
- Designed print and digital outreach materials to support community engagement and consistent brand storytelling.

#### Extern | ECPAT-USA via MBS Externship Exchange

Remote • June '23 - August '23

- Evaluated partner registration flow and navigation experience to support access to resources.
- Conducted accessibility and usability testing (Axe, NVDA) and recommended improvements to clarity and inclusion.

#### Sales Associate | Trulieve

Philadelphia, PA • Sept '22 - Nov '23

- Delivered personalized product recommendations by actively listening to patient needs, helping them feel informed and supported.

#### Teacher | Jenks Academy

Philadelphia, PA • Aug '20 - Jun '22

- Built a supportive, inclusive classroom by balancing diverse student needs with clear communication, patience, and creativity.

### EDUCATION

#### Rutgers University

Master of Business and Science in UXD  
Jan '23 - Present | Expected Graduation: Jan '26  
*Mini-MBA in Brand Development & Marketing Communications*  
(June '25)

#### Temple University

Bachelor of Science in Early Childhood Education  
Concentration in Special Education  
Aug '17 - May '21 | GPA: 3.8