



**Artist Statement:**

[Evan Olea]

As an artist and graphic designer I focus strongly on purposeful work and clean design that is both impactful and successful in its intended purpose. My design work is impacted by some major personal traits, which include dedication to detail and focus on consistent communication, whether that is through emphasizing a brand's voice or maintaining a singular ad's purpose through its design. This forethought is placed into another important step in beginning a design project — context and how the design concept can best be applied and adapted to all possible parts of a project in digital, print, or both.

I am also a curator and creator in the development of my work. Being up to date on both design trends but also referencing traditional art concepts on how we perceive information visually, is at the forefront of my process when beginning a project. Utilizing UI (User Interface) and UX (User Experience) design laws, are an important step I take with a majority of projects and can be applied to nearly every kind of design, even in illustration.

Daily practice with design as my profession, is an opportunity that comes from hard work and is a position I truly value, especially when working with clients. I truly value my profession as it allows me to pursue and combine the strong passions I have for creation, communication, coordination, and research.

I graduated with a Bachelor's Degree in Graphic Design from Colorado State University in 2019. That experience brought many valuable lessons in design into my daily practice. This led to an opportunity to work for the University as a junior designer then supervising designer for the last two years, which focused on large-scale, multi-part projects, company branding, and event advertising.

**Title****Original Format**

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Figure 1: Wake UI / UX

Mobile Application, iPhone / Android

Figure 2: Día de Los Muertos Poster

Illustration, 24 in x 36 in

Figure 3: Illustrated Book

Illustration, 8 in x 10 in

Figure 4: Location Greeting Cards

Illustration, 4 in x 6 in

Figure 5: Editorial Illustration

Illustration, 11 in x 17 in

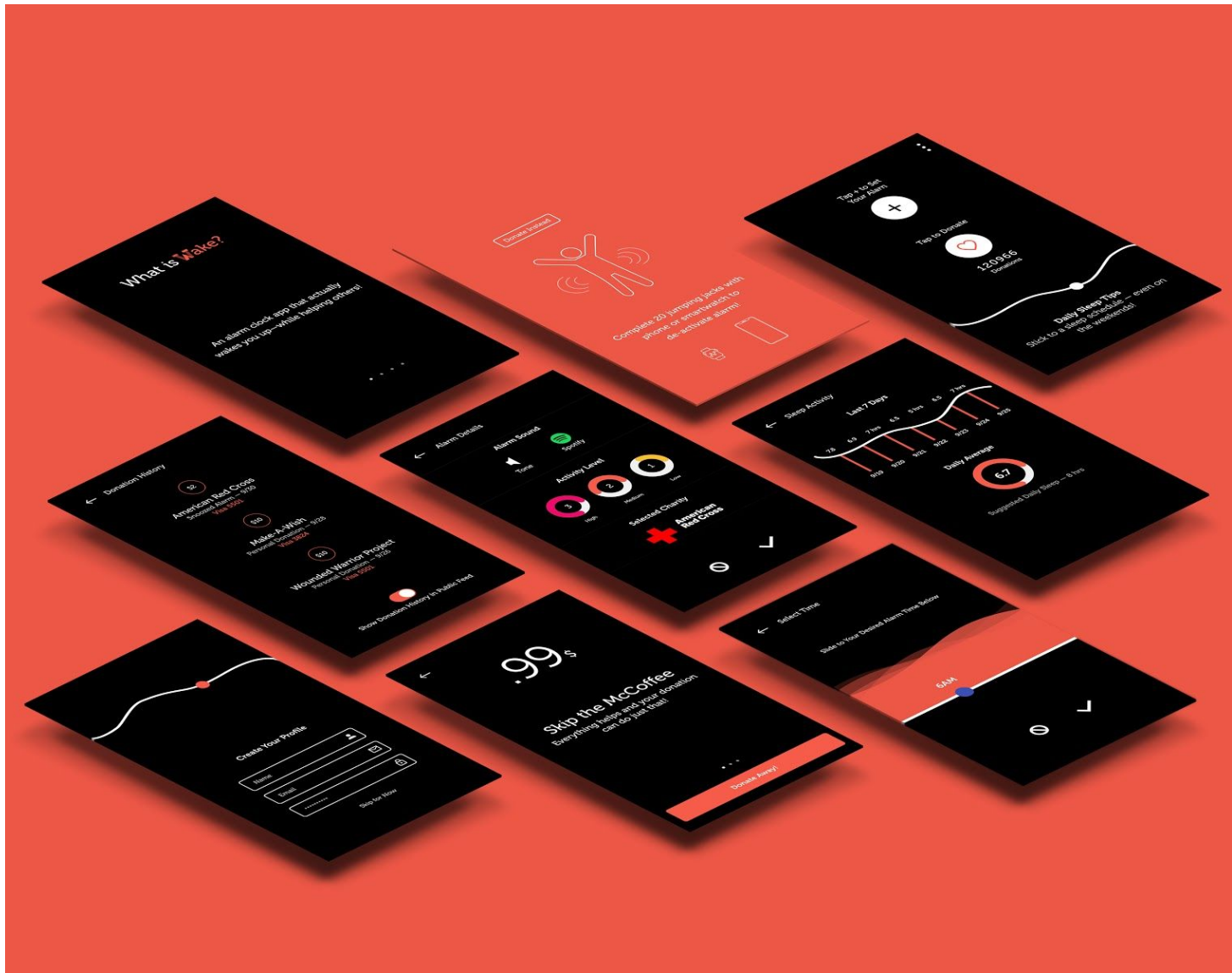
Figure 6: Wellman Branding

Branding & Concept, Multiple Items

Figure 1: Wake UI / UX



Selected Screen from Evan Olea's Wake Mobile Application — Sleep Activity



*Selected Screens from Evan Olea's Wake Mobile Application*

Figure 2: Día de Los Muertos Poster



*Día de Los Muertos Poster in recognition of the Mexican holiday*



Figure 3: Illustrated Book



*Evan Olea's Illustrated book based on Shel Silverstein's "Needles and Pins" & "Everything On It"*



*Sew me a sail  
To catch me the wind.*

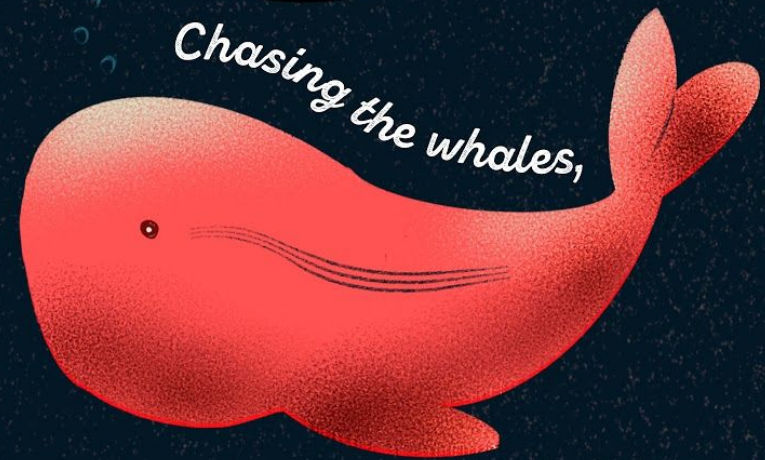
*Sew me a sail*

*Strong as the gale,*

*Selected Spread from Illustrated book from Shel Silverstein's "Needles and Pins"*



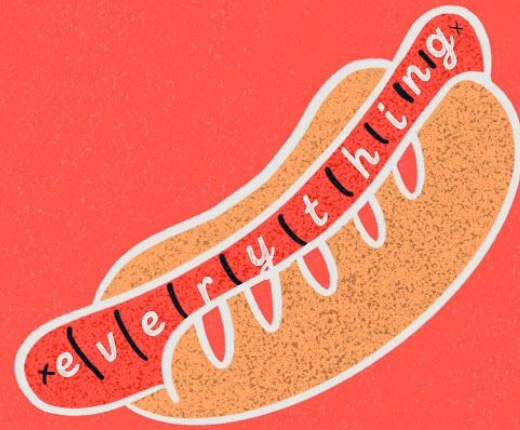
*Build me a boat  
To go chasing the whales.*



*Selected Spread from Illustrated book from Shel Silverstein's "Needles and Pins"*



*I asked for a hot dog  
With everything on it,*



*Selected Spread from Illustrated book from Shel Silverstein's "Everything On It"*

*And that was my big mistake,  
'Cause it came with a parrot,  
A bee in a bonnet,  
A wristwatch, a wrench,  
and a rake.*



*Selected Spread from Illustrated book from Shel Silverstein's "Everything On It"*



**Figure 4: Location Greeting Cards**



*Paris, New York City, Amsterdam, & Los Angeles Greeting Cards*



Figure 5: Wellman Branding





*Wellman Product Line-Up*





*Wellman Lipwax*



*Wellman Multivitamins*