



OLIVIA VAN BOCHOVE

Creative storyteller with a strong technical background. Experienced in working with premiere global media and entertainment companies.

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EDUCATION

The University of Miami

Interactive Media - Bachelor of Science, School of Communications

Marketing - Minor, School of Business

Game Design - Minor, School of Communication

Award: Best UI/UX Undergraduate Student Award (2024)

Provost Honor Roll: Spring 2023

Dean's List: Fall 2024, Spring 2024, Fall 2022

TECHNICAL ABILITIES

- HTML & CSS, JavaScript, Python
- Kapwing
- Figma
- Unity Hub
- Sketch
- Canva Pro
- WordPress
- Adobe Premiere Pro, Photoshop, and After Effects
- Adobe Illustrator

UI/UX SKILLS

- UI/ UX Design
- Wireframing and Information Architectures
- User Accessibility Testing
- Visual Interfaces and Digital Design
- User Engagement and Content Design

WORK EXPERIENCE

Carnival Corporation | Digital Media & Engagement Specialist | Global Gaming

September 2025 – Present

- Develop a reporting dashboard, to track and analyze worldwide shipboard engagement metrics across a portfolio of nine premier cruise lines, monitor user engagement and campaign effectiveness, and refine and optimize campaign targeting
- Use UI/UX principles and user-centered best practices to develop digital communications, visual content, and templates to maximize clarity, engagement, and usability
- Collaborate with cross-functional teams to design and develop end-to-end creative digital and print products for global marketing campaigns, internal communications, brand initiatives, and events with a focus on visual consistency and user experience across platforms
- Improve communications to 9,000+ shipboard employees by developing targeted content, including Salesforce email templates, push notifications, and digital and video products
- Conceptualized, developed, and currently lead the Brand Ambassador program to drive Carnival brand awareness and engagement among employees

Warner Bros. Discovery, Inc. | Discovery Family Channel: Media Operations and Graphics Specialist | Digital Media Specialist

June 2024 – December 2024

- Strategized with lead team to increase viewer engagement across Warner Bros. Discovery (WBD) media platforms by reviewing and streamlining portfolio priorities
- Developed social media content to increase audience engagement for *Shark Week*, *House of Dragon*, *Summer Camp Island*, and *Steven Universe* premieres. This resulted in a 7000% increase in reach for *Summer Camp Island*.
- Developed key performance indicators and conducted analytics on social media platforms for WBD premiers. Created dedicated hashtags, exclusive content, and custom videos and images to increase anticipation around events
- Created engaging experiences across social and media platforms using audience-centered visual design and digital content principles
- Wrote, produced, and edited on-air programming promotion for *Hawaii Life*
- Created WBD logo currently in use, and assisted with brand production shoots and creating behind-the-scenes footage for the WBD network rebranding

Orizon, Inc. | Web Designer - UI/UX Support – Content Specialist

March – September 2022 & 2023 / March – July 2024 / January – October 2025

- Assisted with designing and developing the UI/UX architecture and look-and-feel of Orizon's public website (www.orizon-inc.com)
- Using UI/UX elements, researched and conceptualized visual hierarchy, wireframes, visual design, graphics and page elements to support a cohesive and user-friendly website experience
- Assisted with accessibility testing, and website usability considerations supporting UI/UX practices
- Provided support with site content updates, user experience improvements, and testing

Miansai | Digital Media Intern

September – December 2023

- Assisted and collaborated with upper management in the creation of signage, circulars, mock ups, email campaigns, and digital promotions
- Performed data analysis; collaborated on the introduction of new products; and sustained user-facing visual and digital designs through mockups and promotional materials