

CONTACT

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EDUCATION

Boston University
B.S. Photojournalism
Minor Art History
Cum Laude - May 2013

SKILLS

Process & Specialties

Wireframing, prototyping,
web design, market and user
research, accessible design,
branding, illustration, animation

Design Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Xd
Adobe Lightroom
Adobe AfterEffects
Sketch
InVision
Webflow
Figma

Organization

Monday.com
Trello
Airtable
G Suite
Notion

Currently Learning

HTML, CSS, and JavaScript via
educative.io
AfterEffects & Lottie
Spanish via Duolingo

COMMITTEE WORK

Wonderist

UX Research Team
Health and Wellness Pillar
San Diego County Dental
Society Volunteer Group

MIT

Gender Equity Working Group

HOLLYHOLDEN.IO

PROFESSIONAL EXPERIENCE

Head of Design

Wonderist Agency San Diego, CA

October 2018 - present

I lead the agency's design department by mentoring a team of designers, managing a creative project caseload of 200+ clients, and building compelling brand experiences through web and logo design.

CORE RESPONSIBILITIES

- Wireframe, style, prototype, and quality test websites using Adobe Xd and Webflow
- Collaborate with web developers to implement site designs and architecture
- Design logos for clients building or rebranding their businesses
- Balance, delegate, and report on the agency's design workload
- Work with other department leaders on internal process improvements, client affairs, and cross-department projects

Graphic Designer

Wonderist Agency San Diego, CA

July 2017 - October 2018

I joined Wonderist when it was nearly a quarter of its current size. As the first graphic design hire, I built up both my own design skills and the agency's creative processes.

CORE RESPONSIBILITIES

- Created logos for new and existing dental practices nationwide
- Designed marketing collateral on the print and digital side, from direct mailers to landing pages
- Lead the design side of Wonderist's own marketing campaigns and social media
- Styled, wireframed, and built websites using Sketch and Webflow

Freelance Designer (Remote)

US Agency for International Development Washington, DC

June 2017 - August 2019

USAID is a multi-armed organization that administers civilian foreign aid and development assistance worldwide. I helped seven of the agency's teams visually convey their program's data, case studies, and successes.

CORE RESPONSIBILITIES

- Translated program processes and data sets into infographics for publication
- Formatted presentations for internal presentations and congressional meetings
- Created secondary branding for sub-organizations and teams within USAID

Assistant Director of Admissions for Communications

Massachusetts Institute of Technology Cambridge, MA

August 2013 - December 2016

I served as the in-house designer for the MIT undergraduate admissions office in addition to being a full time admissions counselor. This hybrid job taught me about designing for inclusivity, target audiences, and marketing.

CORE RESPONSIBILITIES

- Designed and managed all print communications projects and mailings, from application guides to admission packages
- Chief graphic designer and social media strategist for the admissions office
- Maintained all admissions responsibilities, including reading freshman applications, making committee decisions, and conducting on and off campus information sessions