# Holly Holden | Lead Designer & Webflow Developer

HOLLYHOLDEN.IO


| CONTACT

(630) 280-9341
hkhinman@gmail.com
LinkedIn


| EDUCATION

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

| SKILLS

**Process & Specialties**
Responsive web design & development, design systems, editorial & brand storytelling, prototyping, art direction, data visualization & infographics, motion design & interaction, accessible design, user & market research, technical concept visualization, illustration, HTML/CSS/JS

**Software**
Webflow
Figma
Claude
Cursor
Lovable
Replit
Adobe Creative Suite
GitHub
HubSpot
Amplitude
Chrome DevTools

**Organization**
Asana
Linear
Airtable
Google Workspace
Notion

**Ongoing Learning**
Webflow MCP & API integrations
Astro.js

| COMMITTEE WORK

**User Interviews**
DEI Committee

**Wonderist**
UX Research Team
Health & Wellness Pillar
San Diego County Dental Society Volunteer Group

**MIT**
Gender Equity Working Group

## Senior Marketing Designer | Close

Remote | June 2026 - Present

I design, build, and test Close's marketing site, connecting brand to growth.

**| WINS IN THE FIRST 90 DAYS**

- Launched a direct signup A/B test in the close.com hero resulting in a 30.6% relative lift in trial signups
- Shipped a new homepage featuring the baseline for a new visual identity, fresh content and product animations, and a blueprint for future page dev on our new Astro.js-powered marketing site (currently in A/B testing)
- Vibe-coded a "social media studio" that lets marketers quickly ship on-brand social and email graphics using current messaging, customer proof, and metrics

## Lead Web Designer | User Interviews *(acquired by UserTesting January 2026)*

Remote | April 2021 - June 2026

I owned the end-to-end design and build of User Interviews' marketing site in Webflow. I translated complex product concepts into editorial-quality web experiences, including data reports with custom visualizations, AI-built interactive tools, and product pages that made technical ideas approachable.

**| CORE RESPONSIBILITIES**

- Designed and built high-impact web pages in Webflow, handling everything from wireframes and prototypes to responsive design and launch
- Created compelling data visualizations, infographics, and on-brand illustrations that transformed complex research insights into clear, memorable visual stories
- Used AI tools to speed up workflows and boost engagement, like Webflow MCP in Cursor for internal dev and Lovable for interactive tools such as incentive calculators and feasibility checkers

## Head of Design | Wonderist Agency

San Diego, CA | July 2017 - April 2021

I led a 4-person design team serving 200+ clients, building brands through web and logo design. I wireframed, prototyped, and QA'd sites in Figma, Adobe Xd, and Webflow, and partnered with department leads on process and client work.

## Freelance Designer | US Agency for International Development

Washington, DC/Remote | June 2017 - August 2019

USAID administered foreign aid and development assistance worldwide. I helped seven agency teams share their programs' data, case studies, and successes through infographics, slide decks, brand style guides, and marketing materials.

## Asst. Director of Admissions for Communications | MIT

Cambridge, MA | August 2013 - December 2016

I was the sole in-house designer for MIT undergraduate admissions and a full-time admissions counselor (think graphic design job *in addition to* admitting talented students to one of the world's best schools). This hybrid role taught me to design for inclusivity, target audiences, and marketing.