



CORE SKILLS

Outstanding design, typographic and illustration. A rigorous eye for visual detail. Excellent problem solving and communication skills. Thorough understanding of client needs and consistent delivery of high quality solutions.

EXPERIENCE

Freelance Creative, 2003-present

Art Director, Graphic designer & Illustrator.

Design and direct the development of visual concepts for a variety of high profile clients including: JCPenney, National Spirit Group, Mattress Giant and CVS.

Held ongoing role as a top freelance associate for development of creative (JCPenney), ensuring consistency and creative excellence for national print media, including layout and photo art direction.

Trained new employees on operating procedures and practices (JCPenney).

Zoom180, 2000-2003

Graphic designer, Illustrator & Production.

Held role as a key associate to conceptualize, create and produce concept-driven, creative solutions.

Project categories included branding, identity, brochures, pre-prints, catalogs, point-of-sale, packaging, variable print direct-mail, advertising, signage and outdoor graphics.

Produce concept illustrations for photography assignments, as well as character design, storyboards and spot illustration.

Create fast turn-around catalog layouts while adhering to established branding guidelines.

Design promotional elements and materials.

Manipulate and re-touch photography and artwork.

Work both within a team and as a solo designer to see projects from concept to completion.

Key clients included Ultimate Electronics, Doane Pet Care, Proffits and National Spirit Group.

HIGHLIGHTS

Utilized new research techniques to save 43k on a single JCPenney Standard. These same techniques are now in mandatory use to cut production costs for all preprints, standards and direct mail.

Presented with the JCPenney Marketing Excellence Award for producing one of the most successful tab inserts in company history.

Created design concepts for Ultimate Electronics branding campaign, which resulted in receiving the Retailer of the Year award from Ultimate Electronics.

Designed the grand opening campaign for Ultimate Electronics introduction of ten new locations to the Dallas/Fort Worth market. Grand Opening revenue totaled more than 30% over projections, making it the most successful store opening in company history.

Designed a variable print direct mailer that sustained a 14% return (over one full year) for Sony/Ultimate Electronics. An increase of 11% (9% more than the national average of 5% return for direct mail).

Generated 90% of all illustrations for ZOOM180 over a 2 year period, equating to over 600 pieces of artwork.

SOFTWARE

Expert in Adobe Creative Suite, & Quark XPress. Familiarity in Flash, Dreamweaver, & CSS.

EDUCATION/TRAINING

The Gnomon Workshop, Concept Design 2004
Adobe Total Training, Adobe Photoshop 2001
Adobe Total Training, Adobe Illustrator 2000
The Art Institute of Dallas, Associate Degree 1999

WHAT PEOPLE SAY

"Holland is very passionate about his work and takes a lot of pride in seeing his ideas form and evolve into a finished piece. Be it graphic design on a direct mailer, art direction illustration for a 200 page catalog or an intricately detailed illustration for a Marvel style comic strip, Holland approaches his work with a distinct voracity. But Holland's adventurous attitude impresses me most. He takes on and conquers the unknown without batting an eye."

-Sandra Spiro, Director of Creative Services, C3 Premedia Solutions

