

there is subtlety and strength
in the appropriate use of **asymmetrical balance**
and negative space

lauren HOLLEY

65 hogue street ne / atlanta, georgia 30312

[404] **542.5901**

lauren7@mindspring.com

DESIGN EXPERIENCE

DEFINITION 6 CREATIVE DIRECTOR

atlanta, georgia / april 2006 – august 2007

art direction, client presentations, team leadership and management, design, layout, concept, execution, production, copywriting, photography

oversee creative department, manage a staff of 7 full-time employees, manage third-party relationships with vendors and freelance contractors, set training and development goals for all team members and monitor their success and personal growth, manage staffing resources in alignment with corporate revenue goals, manage timeline and budgetary constraints for all creative projects, mentor and lead other designers and team members to success on many collaborative internal and client project efforts

DEFINITION 6 SENIOR PRINT DESIGNER, CREATIVE SOLUTIONIST

atlanta, georgia / april 2002 – april 2006

art direction, client presentations, design, layout, concept, execution, production, copywriting, photography

creative lead on large accounts including bellsouth, boral bricks, church's chicken, and georgia-pacific (consumer brand products include brawny paper towels, dixie cups, and more); art direction for major photo and video shoots

front-end web design and development using css, html, asp, .net, javascript; html e-mail and rich media banner ad campaigns; yahoo instant messenger skin design; online gaming concepts and design; concept, script, storyboard, art direction for online animations and videos

oversee all print media relations including design, production, client and vendor communications, presentations, project estimates and conceptual proposals; develop and implement corporate graphics standards for all internal marketing collateral and advertising

RECEIVED CREATIVE PERSON OF THE YEAR AWARD: december 2005

RECEIVED MOST VALUABLE PLAYER AWARD: december 2003

THE ART INSTITUTE OF ATLANTA INSTRUCTOR

atlanta, georgia / july 1997 – june 2003

- **GRAPHIC DESIGN WORKSHOPS:** taught 1 & 2-day workshops designed to carry high school-level students through a professional graphic design project, from concept to execution (adobe photoshop, adobe illustrator, quark xpress)
- **INTRODUCTION TO QUARK XPRESS WORKSHOPS:** taught the use of quark xpress as an effective tool for design, layout & production in print media (3-hour sessions ran for 4 weeks)

HOWINGTON/BLACK SENIOR GRAPHIC DESIGNER

norcross, georgia / march 1998 – december 2001

design, layout, concept, execution, art direction, production

- served as senior designer on both large corporate and small business accounts; conceived national advertising campaigns; art directed major photo shoots; redesigned corporate image for howington/black including concept, design, coding and creative copywriting for H/B website, and all corporate identity and marketing materials. notably experienced in 4-color process print media, with sharp pre-press and production skills

MERRITT & PARTNERS GRAPHIC DESIGNER

atlanta, georgia / august 1997 – march 1998

package design, layout, concept, execution, production

HAPPY DOG STUDIOS, INC. ART DIRECTOR

fayetteville, georgia / january 1997 – august 1997

design, layout, concept, execution, production

ANDERSONLUCAS ADVERTISING GRAPHIC DESIGNER

atlanta, georgia / march 1994 – august 1996

direct mail marketing and design, layout, concept, execution

VIBRATIONS MAGAZINE ART DIRECTOR

atlanta, georgia / november 1993 – june 1994

design, layout, all pre-press & production-related tasks; contributing writer & photographer

CLIENTS INCLUDE

- THE ART INSTITUTE OF ATLANTA
- BELLSOUTH
- BOB GASS MINISTRIES
- BORAL BRICKS
- CHURCH'S CHICKEN
- CLAIRE, THE MOVING PICTURE
- COASTAL FEDERAL SAVINGS BANK
- DEFINITION 6
- DIXIE CUPS
- EVANDER HOLYFIELD FOUNDATION
- GEORGIA-PACIFIC
- HOWINGTON/BLACK
- THE RITZ-CARLTON HOTEL COMPANY, L.L.C.
- TIONNE WATKINS
- (T-BOZ OF TLC, LAFACE RECORDS)
- VARIOUS OTHER RECORDING ARTISTS

PROFESSIONAL REFERENCES

FURNISHED UPON REQUEST

Graphic
designer

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graphic
designer

COMPUTER & OTHER RELATED SKILLS

concept, typography, layout, design, photographic enhancement & manipulation, pre-press/production, art direction, copywriting, print and web media design & development, client relations, project management & team leadership abilities

MACINTOSH & WINDOWS EXPERIENCE

SOFTWARE APPLICATIONS: adobe photoshop; adobe indesign; adobe illustrator; adobe image ready; adobe acrobat; adobe go live; adobe audition; quark xpress; macromedia freehand; macromedia flash; macromedia dreamweaver; microsoft visual studio; microsoft visual studio .net; microsoft word; microsoft excel; microsoft powerpoint;

WEB DEVELOPMENT SKILLS: html; dhtml; css; javascript; asp; .net 1.1, .net 2.0

FILM & VIDEO

dixie cups / various videos & animations / december 2004 – january 2006
concept, script, storyboard, graphics, production, casting, voice over, sound research, art direction

definition 6 / audio podcasting / september 2006 - present
recording, production, editing

definition 6 / homebuilder commercial / december 2002
concept, script, illustration, graphics, production, art direction

rezurrection / vintage clothing commercial / november 1994
concept, script, props/wardrobe coordination, casting, art direction

PHOTOGRAPHY

november 1994 – present
various products, landscapes, lifestyles, concerts & special events

EDUCATION

THE ART INSTITUTE OF ATLANTA

ASSOCIATE IN ARTS DEGREE

visual communications / december 1993

recipient of full-tuition scholarship in visual communications