

# JOANNA LYNN HOLLOWAY

ART DIRECTOR

PORTFOLIO: JOANNAHOLLOWAY.COM PASSWORD: jlh2016

## EXPERIENCE

2008  
-  
NOW

### www.joannaholloway.com

*Freelance Art Director + Designer*

Delivers creative digital and branding solutions. Clients include: Siemens, PAPER, International Olympic Committee, Verizon, Purpose for Patients, Tribal, MJM Creative, 92Y, Quidsi, Stanford, Michel Perchin

2018  
-  
2019

### Definition 6

*Art Director*

Crafted results-driven creative campaigns and design systems for clients including HBO and Siemens Global.

2015  
-  
2017

### Investis

*Art Director*

Conceptualized, wireframes and designs responsive corporate websites and digital storytelling experiences.

2014  
-  
2015

### Infinia

*Digital Design Director*

Created and directed innovative digital design solutions to meet brand and product strategy goals.

2012  
-  
2013

### PM Digital

*Senior Designer*

Conceptualized and executed strategic multi channel digital campaigns and responsive websites.

2010  
-  
2011

### Intermark Interactive

*Interactive Art Director*

Designed and directed websites, digital marketing and social media campaigns and mobile apps.

2009  
-  
2010

### Intermark Group

*Creative Art Director*

Conceptualized and created campaigns comprised of digital, tv, social media, audio and motion graphics.

2007  
-  
2008

### Slaughter Group

*Design Intern*

Worked with creative director on the creation of identity systems and extensive brand materials.

## AFFILIATIONS

2012  
-  
2009

### AIGA

*Public Relations and Events Coordinator*

Significantly increased attendance to events and initiated social media for Birmingham chapter gaining recognition from the national AIGA board.

-  
2010  
-

### Design Festa Tokyo

*Design Program Assistant*

Installed art exhibit for two design professors in Tokyo, Japan. Assisted design workshops.

2007  
-  
NOW

### VSA Art

*Volunteer Art Therapist*

Volunteers as an art partner to create collaborative artwork with children and adults who are able to gain rehabilitative benefits from art therapy.

2008  
-  
NOW

### American Advertising Federation

*Member*

Participates in strengthening the positive reach in the advertising community.

## EDUCATION

### Samford University

*Bachelor of Science - Graphic Design*

## AWARDS

**Addy Award** 2009

**Webby Award** 2010

## SKILLS

### PROFESSIONAL

Branding  
Campaign Development  
Strategy  
Responsive Web Design  
UX Design  
Photo + Video Direction  
Storyboarding

### PERSONAL

Creativity  
Attention to detail  
Communication  
Leadership  
Strategic Thinking  
Problem Solving  
Team Player

Thank you for your consideration.

References + Additional Portfolio Samples Available Upon Request.