



VISUAL DESIGNER

Innovative professional with strong focus in conceptual thinking, usability and branding with talent to develop breakthrough concepts and turn them into amazing visual executions. Establish the conceptual and stylistic direction for large-scale programs and collaboratively orchestrate the work of those involved in the development of a project. Offer high quality, contemporary design solutions and execute the brand vision across every medium. Key competencies include:

- Conceptual Design
- User Experience / User Interface
- Branding / Identity
- Logos / Typography
- Packaging / Trade Show Graphics
- Leadership / Mentor
- Project Management
- Client / Vendor Relations
- Marketing Principles
- Copywriting / Social Media

EXPERIENCE

HOLLY LAMBERT CREATIVE, Aliso Viejo, CA
Owner/Principal

2004 – Present

Provided art direction and creative consulting design services to local creative agencies and clients nationwide in the technology, software and retail industries.

- Re-imagined UX/UI for websites and web applications, as well as revitalized marketing materials, e-mail campaigns, and trade show graphics generating broader brand recognition and improved sales
- Fostered client loyalty by building positive rapport and expanded reach to new business sectors
 - Grew from three clients to 40+ by cultivating client base primarily through networking and referrals
- Worked closely with domestic and off-shore development teams to redesign eCommerce websites resulting in increased page views and basket totals and minimized cart abandonment
- Collaborated with small and large corporate marketing teams to refresh company brands and refine messaging

WESTERN LITHOGRAPHICS, Costa Mesa, CA
Art Director/Department Manager

2002 – 2004

Managed in-house art department, supervised outside creative resources and coordinated projects with vendors.

- Solely responsible for supervising a stable of 3-4 freelancers, scheduling shifts, providing creative direction and reviewing work prior to client sign-off
- Expertly served prominent clients including Emulex, The Discovery Science Center and Del Mar Reynolds Medical by:
 - Increasing their profile and market share through successful marketing campaigns, trade show graphics and direct mail pieces
- Directed photographers on product photoshoots
- Coordinated with specialty sign vendors to create custom posters and tradeshow booths



ANTHEM GROUP, Costa Mesa, CA

3/2002 – 7/2002

Graphic Designer

Worked on internationally known brands including Pedigree, Uncle Ben's and M&M's, designing packaging and sales collateral that appealed to a broad consumer base and helped enhance sales.

INTERPLAY ENTERTAINMENT CORP., Irvine, CA

1998 – 10/2001

Senior Graphic Designer (2000-2001)

Created a wide variety of packaging, advertising, and point-of-purchase elements for high profile games on such platforms as Sony PlayStation, Microsoft Xbox, Nintendo Gameboy, Mac, and PC.

- Conceptualized and produced packaging and promotional materials for AAA franchise Baldur's Gate, selling over four million units cumulatively
- Successfully created large format signage, print collateral and giveaways that distinguished company brand at four consecutive Electronic Entertainment Expos (E3)
- Presented original Annual Report concepts to executive team and executed final printed piece
- Mentored and collaborated with Junior Designers on team projects

Junior Graphic Designer (1998-1999)

Designed print ads, press kits and packaging components to support and promote several of Interplay's flagship brands: Fallout, Star Trek and Descent

- Contributed fresh ideas to group brainstorming sessions that helped guide creative direction for special edition boxes, company event logos, and holiday sales campaigns

EDUCATION

BA, Graphic Design, California Polytechnic University, Pomona

- Valedictorian, College of Environmental Design

Study Abroad: Richmond College, The American University of London

TECHNICAL

- Fluent in all of the latest graphics programs on Mac OS platform
- UX/UI and responsive design for websites and web applications
- Effectively create for eCommerce space, and understand functionality of enterprise level CMSs like Magento
- Software:
 - Adobe Creative Cloud: Illustrator, Photoshop, InDesign, Acrobat, Dreamweaver, Flash, Lightroom
 - Collaboration tools: Slack, Basecamp, GoToMeeting
 - MS Office
- Web:
 - WordPress, HTML/CSS, Bootstrap, jQuery