

## HOLLIE LYN GARCIA

Graphic Designer

### WEB

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### ADDRESS

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### OBJECTIVE

To gain experience in a collaborative creative environment and to contribute my skills as a designer within a company.

### EDUCATION

Academy of Art University, San Francisco : Bachelor of Fine Arts in Graphic Design – May 2007

### EXPERIENCE

#### **HATCHBEAUTY – Los Angeles : Graphic Designer October 2015 – June 2016**

- Package Design for Beauty and Cosmetic Brands (NatureWell, Bliss, Jenna Hipp, Amy Nadine)
- In-store Pallet Display, Image Retouching

#### **Freelance Designer 2014 – Present**

- Stanford Graduate School of Business – Palo Alto : Brochures, PPT Templates, Graduation Program, Alumni Invitation, Event Posters and Banners
- Product 360 Creative – Los Angeles : In store Print Collateral, Product Brochure, Email and Social Media Graphics, Trade Show Graphics, Product Packaging Updates (DollFace, Fleurish, Sugarfina, Robin McGraw)
- Cottonwood Wine Tours – San Antonio : Identity and Brand Design, Website Design, Print Collateral
- SpaceCadet – San Antonio : Identity and Brand Design, Social Media Graphics

#### **Mortar Advertising – San Francisco : Senior Graphic Designer June 2012 – May 2015**

- Exploratorium – Out of Home Advertising Designs and Production
- Golden Gate University – Out of Home Advertising Designs and Production
- Avinger – Lead Designer for various Print and Presentational Material
- Convercent – Identity and Brand Design, Website Design, Direct Mail Concepts and Design
- Leerink – Brand Redesign for all Internal and External Material, Redesigned Internal Email Templates
- Lucile Packard Children's Hospital – Ad Campaign, Promotional Material, Hospital Signage
- Provided Production support for both Print and Digital work for various clients :  
Qumulo, Battery Ventures, C3Energy, Carondelet, Disney, Frank Howard Allen, Intersect, New Leaf, Terracotta, Westport, Shop at Home

#### **Livescribe – Oakland : Graphic Designer May 2008 – June 2012**

- Principal Package Designer for all Livescribe, Echo Smartpen Products, and Refresh Packaging Design for Pulse Smartpen Products
- Created Echo Smartpen Brand Identity
- Designed Surface Graphics for Livescribe POP Display and Echo Interactive Smartpen Display
- Collateral Print Design for Marketing and Sales Teams
- UI Design for Livescribe Desktop and Mobile Applications
- Design Maintenance for Livescribe.com, Monthly Email Newsletters and Social Networking Sites

#### **Slide Inc. – San Francisco : Freelance Designer September 2007 – May 2008**

- Static and Animated Web Graphics for Slide.com, Facebook and other social platforms

### SOFTWARE

InDesign, Illustrator, Photoshop, Fireworks, Muse, Keynote, Word, PowerPoint, Flash(Basic)

### SKILLS

Packaging Design {Beauty and Cosmetics, Consumer Electronic}  
Print {Posters, Books, Direct Mail, Brochures, Out of Home Assets}  
Digital {Web Design, Email Templates, Web Banner Ads}  
Photo Retouching {Product and Editorial Images}  
Identity Design {Logos, Business Systems, Collateral Pieces}  
Bookbinding and Design {Case Bound Books, Slipcases, Boxes, Artist Books}  
Letterpress {Posters, Cards, Covers, Invitations}  
Special effects makeup {With a bit of spirit gum and liquid latex, I can work wonders}

### REFERENCE

Available upon request