

elyse holladay

qualifications and skills

Highly creative designer with web design, coding, and print experience. Well-developed verbal and written communication abilities. Excellent interpersonal skills and comfortable meeting with clients. Accepts direction and critique, performs well under deadlines. Driven by quality of work.

creative

Web Design & Development (*concepts, wireframes, interfaces, design and layout, programming*).

Print (*brochures, ads, packaging, signage*).

Branding & Identity (*logo, standards, collateral*).

Typography. Marketing (*positioning, campaigns*).

software & languages

Experienced in **CSS & HTML** with a focus on beautifully written, **standards-compliant code**. Familiar with PHP, Javascript, Ajax, Wordpress, and ExpressionEngine.

education

BS, Communications & Graphic Design, 2007

Rensselaer Polytechnic Institute, Troy, NY

Recipient of Emily Roebling Scholarship

Member, Webmaster, RPI Graphics Club

Intern, Squeaky Wheel Media

NEW YORK, NY JULY 2007–SEPT 2007

squeakywheelmedia.com

Senior Consultant, RPI Computing Center Helpdesk

TROY, NY OCT 2003–MAY 2007

employment

Designer, Berkshire Marketing Group

TROY, NY JULY 2008–PRESENT

Lead designer for healthcare, education clients.

Works closely with team and clients to create marketing strategies, branding, identity, print ads, brochures, videos, and websites. Led company through internal identity and web redesign.

Designer, Brunswick Community Library

BRUNSWICK, NY OCTOBER 2008–MARCH 2009

Worked closely with Doug Bartow of **id29** to create an identity for the Brunswick, NY library.

Designed brochures, donation cards for a capital campaign that has raised over \$380,000 to date.

Interactive Designer, iMarc

NEWBURYPORT, MA JAN 2008–JULY 2008

Worked directly with clients to develop branding and website design. Assisted team developers to code CSS, HTML and PHP with an emphasis on standards compliance. First project was a successful redesign of shelved website for key client. imarc.net

Reflection's Edge

reflectionse.com

Georgetown University Student Association

gustudentassociation.com

Albany Institute of History and Art

<http://albanyinstitute.org/kids/albinstgame/v3/>

click ELYSEHOLLADAY.COM // tweet @ELYSEHOLLADAY

write ELYSEHOLLADAY@GMAIL.COM // call 251.391.4641