

Holly Perkins

{ GRAPHIC DESIGNER }

EMPLOYMENT

Graphic Designer : *October 2005–May 2006*
MCM Consultants, Grand Cayman, Cayman Islands

KEY CONTRIBUTIONS : At MCM Consultants I created advertising campaigns and other marketing material such as flyers, brochures, sell sheets, logos and Web sites for a variety of companies. Working as both a designer and advertising copy writer, I played various roles from planning to implementation. One major accomplishment was an advertising campaign which led to a 30% increase in circulation and record revenues for the client. Other duties included magazine design and pagination, newspaper design and pagination and MAC troubleshooting.

Graphic Designer : *January 2005–September 2005 (part-time)*
HomeStreet Bank, Seattle WA

KEY CONTRIBUTIONS : At HomeStreet Bank I worked to enhance the customer experience by providing compelling creative that communicated the benefits of company products, while supporting and strengthening the brand. Deliverables included advertisements, signage, posters, brochures, mailers, Web sites and data sheets.

Owner, Lead Designer, Accountant, Receptionist : *February 2002–September 2005*
Spindle Design Studio, Seattle, WA

KEY CONTRIBUTIONS : As the sole employee of Spindle Design Studio, I was responsible for all parts of a project from proposal to delivery. In addition to design, I managed studio workflow, planned projects, wrote proposals and oversaw outside vendors and freelancers. Projects included logos, brochures, advertisements, posters, invitations, marketing collateral and Web sites.

Freelance Graphic Designer : *March 2003–March 2004*
Fluent Communications, Seattle, WA

KEY CONTRIBUTIONS : As an on-call designer at Fluent, I assisted the design team in creating and implementing Web solutions for clients such as Microsoft, MSN and Lexus. Typical projects included Web pages, e-newsletters and the occasional printed piece. Attention to detail and the ability to implement strict graphic guidelines was imperative to this position, as was the ability to work under tight deadlines.

Graphic Designer : *September 2000–May 2001*
LapLink Inc., Bothell, WA

KEY CONTRIBUTIONS : At LapLink, I worked as a part of the Marketing Communications team to design and produce all print collateral for this high-tech company. Other duties included preparing graphics for Web, conducting market research and managing company graphics. Major accomplishments included facilitating a company re-brand and creating new product packaging.

Graphic Designer : *November 1999–January 2001*
ArtSource, Bellevue, WA

CONTRACTS : LapLink Inc., Amazon.com, ScenicSoft Inc., Tattoo Media, Costco Wholesale Corporation

EDUCATION

Bachelor of Fine Art, Graphic Design emphasis
University of Idaho, Moscow, ID
May 1999

SKILLS

Macintosh OS X, Windows 95–XP
Photoshop, Illustrator, InDesign, Quark Xpress, Acrobat, ImageReady, PageMaker, Freehand, Dreamweaver, BBedit, HTML, CSS, Microsoft Word, Excel and PowerPoint.

References available upon request

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