HOLLY WARFIELD

Freelance Graphic & Motion Designer

📍 **Asheville, North Carolina**

EXPERIENCE

Owner, Holly Warfield Designs
06/2021 - Present

Freelance design services specializing in 2D motion design, editorial illustration, vector illustration and brand development.

Visual Designer at Cix Health
12/2019 - 06/2021

Solved complex problems through meaningful designs rooted in user research and discovery. Developed and owned all illustration, iconography, and visual design of the app, social media, and marketing campaigns. Collaborated closely with developers and provided detailed acceptance criteria for designs and QA'd the app before release.

Designer at Snagajob
09/2018 - 12/2019

Played a key role in concepting and developing Snagajob's new brand. Worked closely with stakeholders and content strategists to create highly strategic visual assets for a wide range of marketing campaigns. Conducted user research and discovery to help guide marketing and design decisions.

Associate Designer at Snagajob
08/2017 - 09/2018

Specialized in creating visual content for our blog and organic social media channels to engage our worker audiences. Participated in research sessions to gain important insights into our target audience.

Editorial Graphics Designer at Forbes
09/2016 - 08/2017

Supported Forbes' mobile and social media teams. Collaborated with section editors and product managers to concept and design a wide range of visual assets, including data visualizations, 'snackable' social media content and animated videos. Often worked under tight deadlines to create supporting visuals for timely or trending news stories.

Marketing Intern at 93 Octane
06/2016 - 08/2016

Supported the agency with market research, website updates and social media content ideas.

EDUCATION

James Madison University
2012 - 2016
B.A. in Media Arts and Design, Journalism Concentration

DETAILS

hollywarfield.com
design@hollywarfield.com

PROGRAMS

Illustrator
After Effects
Photoshop
Figma
Premiere
InDesign

SKILLS

2-D motion design
Editorial illustration
Vector illustration
Strategy-driven concepts
Brand development
User research
UX animation

PROCESS TOOLS

JIRA/Trello
Slack
UserTesting/UserZoom
Invision
Zeppelin

CLIENTS

The Trade Desk
Capital One
Authentic Digital
Strong365
SHIFT
Traba
Brinks