Charli Holloway

GRAPHIC DESIGNER

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Creative and forward-thinking graphic designer passionate about transforming complex ideas into compelling visuals for a variety of audiences and mediums. Integrity-driven visionary with 10+years' experience leading brand strategy across sectors to increase revenue, membership, and promote program awareness.

HIGHLIGHTED ACHIEVEMENTS

Researched, advocated for, and assisted in the implementation of a new, digital project management tool for the organization, Monday.com.

Launched new and improved Logo Library on Box.com to include several logo variations, a comprehensive brand guide, logo assets for social media channels, and reorganization to ensure brand best practices.

Improved several program brands by creating more ADA compliant color palettes to be more inclusive and cater to a wider range of audiences online.

EDUCATION

Michigan State University   •   Bachelor of Fine Arts   •   Studio Art

EXPERTISE

Logo Design
Brand Strategy
Typography

Print & Digital Design
Photography

Illustration
Problem-solving
Adaptability

SOFTWARE

Illustrator
InDesign
Photoshop

After Effects
Premiere Pro
Adobe Acrobat

Microsoft Office
Box Drive
Monday.com

EXPERIENCE

Senior Graphic Designer
Michigan Fitness Foundation | March 2020 to present
- Leads creative projects and brand identity for multiple programs through strategy, logo design, and brand style guides
- Maximizes budgets by developing and prolonging relationships with vendors for organization's needs
- Collaborates with internal departments and stakeholders to develop visual solutions for statewide educational materials, training courses, and programs
- Trains internal team in Adobe programs and provides creative direction in order to streamline workflows and maintain brand standards

Graphic Designer

Michigan Fitness Foundation | November 2014 to March 2020

- Gave creative strategy to others as needed to include best practices across promotional collateral
- Raised awareness of company events and initiatives through custom fliers, postcards, invitations, program brochures, and banners
- Assisted with creative strategy and supported the design of visual communications in collaboration with project managers
- Enhanced brand recognition through the revision of brand guidelines for internal and external usage

Freelance Graphic Designer

May 2014 to present

- Collaborates with startup organizations and educational institutions, like Michigan State University, to create brand identities and annual event collateral
- Assists clients in promoting their businesses by providing brand strategy, creative guidance, logo design, customized stationary, fliers, informational brochures, and reports/booklets
- Creates and revises project briefs to align with clients' budgets, specifications, and ideas

Photographer/Graphic Designer

Michigan State University (MSU) Recreational Sports and Fitness Services | May 2012 to August 2014

- Photographed intramural sports games and events for social media and print communications
- Directed creative efforts and designs promotional posters, fliers, and banners to advertise MSU Recreational Sports
- Promoted athletic opportunities and increased memberships at MSU by engaging with students at annual resource fairs

ACHIEVEMENTS AND DEVELOPMENT

PACE Awards Committee and Design Sponsor
Oct 2016 to 2018

PRSA Central Michigan Chapter Member
Oct 2016 to 2018

RAW Natural Born Artist Detroit PREMIERE Showcase
January 2020

Effective Communication – 7 Tools to Communicate Tactfully Udemy Course
June 2021

Mastering Effective Communication Udemy Course
August 2021

Confidence For Creatives: 5 Exercises to Grow Your Confidence and Self-Care Skillshare Course
March 2022

Creative Leadership Toolkit: Curiosity, History, and Discovery Skillshare Course
March 2022

Design Leadership Profile Workshop
May 2022

How To Improve Your Tech Leadership & Communication Skillshare Course
January 2023

Creative Productivity: Build a Brief to Boost Your Passion Project Skillshare Course
March 2023