



HOLLIS

Art Direction, Graphic Design, Illustration, Photography, Copywriting

Experience

Graphic Designer • *Northwestern State University of Louisiana* • 2020-2022

As a designer in the publications department, I worked with hundreds of colleagues to develop and execute on-brand solutions to their communications needs.

Together we created a wide array of print and digital materials: signage, bus wraps, posters, shirts, mailers, and annual reports and magazines with print runs in the tens of thousands. Further, I designed many logos for student organizations, community outreach projects, and schools under the University's umbrella.

Graduate Assistant • *Northwestern State University of Louisiana* • 2017-2019

During my graduate assistantship at NSU I gained invaluable experience mentoring and teaching design, illustration, and woodworking to undergraduates.

Graphic Designer • *Holmes Millet Advertising* • *Dallas, Texas* • 2014-2016

At Holmes Millet I met directly with prospective clients to design and produce advertising campaign collateral in all formats and sizes – from simple flyers to massive catalogs, trade show signage and multi-media campaigns. Under tight deadlines, I wrote evocative copy and headlines for diverse clients and created original and communicative illustrations and designs.

I served as lead photographer for individual and group portrait shoots of highly demanding and image-conscious Dallas executives. I also wrote scripts and created storyboards and brand-compliant visual elements for B2B video and motion graphics campaigns for Johnnie Walker, Smirnoff, Captain Morgan, and other major brands.

Art Director • *MiserWare Inc.* • *Blacksburg, Virginia* • 2009-2013

Under my art direction, this startup SaaS company extended their command-line server software into a desktop app for Windows and Linux to make energy management fun and accessible for any user. I developed branding, user interfaces, web experiences, and extensive print collateral for MiserWare and their flagship Granola suite, in addition to numerous internal side projects.

During my tenure with the company, Granola was downloaded more than 350,000 times, featured by TIME and PC World, and exhibited in front of thousands in Las Vegas at the Consumer Electronics Show 2012.

Graphic Designer • *Posey's Sports Center* • *Natchitoches, Louisiana* • 2007-2008

While a full-time undergraduate student, I created more than 800 screenprinted T-shirt designs, many requiring same-day turnaround. I also overhauled the shop's registration system for tighter tolerance and reintroduced proper halftone techniques to their process, and mentored a student designer to take over following my departure.

Education

Master of Arts – Art • *Northwestern State University of Louisiana* • 2019

Bachelor of Fine Arts – Visual Communication • *Northwestern State University of Louisiana* • 2008

A NASAD-accredited design program. Member, Kappa Pi art fraternity and AIGA, repeated Dean's List honoree.

Additional Education

Presenting Data and Information: A Course Taught by Edward Tufte. 2008.

Dallas Society of Visual Communications Conference. April 2007, 2008, and 2009.