

ELIZABETH HOLLOWAY



CONTACT

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www.redvervemedia.com

10300 West Charleston Blvd.

#13-E25

Las Vegas, NV 89135

REFERENCES

[http://www.linkedin.com/in/
elizabethholloway](http://www.linkedin.com/in/elizabethholloway)

EXPERIENCE

Robertson + Partners

Las Vegas, NV | June 2016 – Current

Interactive art director focusing on user-center designed, technological solutions, and digital strategies.

Let's Rally

Las Vegas, NV | November 2014 – June 2016

Interactive design director Developed and maintained UX/UI, design documentation, digital advertising, and client brand positioning.

SK+G Advertising

Las Vegas, NV | September 2012 – November 2014

Senior interactive designer | Supported digital department with interactive solutions in the hospitality industry. Developed and managed UX/UI design for all clients.

Music Mastermind

Los Angeles, CA | July 2009 – December 2010

Creative director | Responsible for game direction + design, mechanics, and story line. Developed social mechanics, game modes, and social media strategy to improve player involvement and retention. Conducted research and analysis to create ease of use for music creation.

Solution X Global

Los Angeles, CA | February 2007 – February 2009

Interactive team lead | Managed in-house creative team. Directed IA, UX/UI, visual design of B2B management platforms, social networking sites, and white-label products.

Micromass Communications, Inc.

Cary, NC | February 2006 – February 2007

Interactive designer | Created behaviorally-driven DTC integrated online/offline campaigns. Conducted user persona investigation, data analysis, and patient targeting/segmentation. Developed conversion and retention tactics to improve customer engagement with direct-to-consumer materials.

Sanctuary Records Group

Raleigh, NC | May 2002 – October 2005

Production design director | Managed small in-house creative team through production life-cycle of 500+ releases a year. Responsible for direction and production of artist packaging, photography direction, and offline and online collateral.

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EXPERIENCE

Software Technologies Laboratories

Blacksburg, VA | January 2000 – May 2002

Graphic designer responsible for creating online multimedia programs to support inventory and analysis for government department management systems within the DOE and DOD.

EDUCATION

Iowa State University

Ames, IA | 2015-2019

MHCI in Human Computer Interaction with Summa Cum Laude Graduation Honors

Virginia Polytechnic Institute and State University

Blacksburg, VA | 1999-2002

B.A. in Graphic Design with Cum Laude Graduation Honors

HONORS AND ACTIVITIES

National DTC Silver Award

Ask About Iron integrated program

National Academy of Recording Arts and Sciences

Committee member for album packaging

Voting member

RIAA-Awarded Gold Record

Art director for Mary J Blige Live in Los Angeles / 2004

Association of Computing Machinery (ACM)

Member

American Institute of Graphic Arts (AIGA)

Member

Iowa State Mechanical Engineering Graduate Student Organization (MEGSO)

Executive Board Member, Designer, Student Mentor

SKILLS

Human factors design, cognitive engineering, UX strategy, IA building, process mapping, requirement gathering, web development, behavioral targeting, digital strategy, user segmenting, usability analysis.