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📞 323.388.7775

🏠 Las Vegas, NV

🌐 [redvervemedi.com](http://redvervemedi.com)



# Elizabeth Holloway

## UX/UI Designer

### SKILLS

UX Strategy and Planning  
Design Thinking  
User Research  
Information Architecture  
Journey Mapping  
Wireframing  
Design Systems  
User Interface Design  
Prototyping  
Art Direction  
Illustration

### SOFTWARE

Figma  
UserTesting  
UserZoom  
Miro  
Adobe CS  
Sketch  
InVision  
Confluence  
JIRA

### EXPERIENCE

#### CAESARS ENTERTAINMENT

September 2020 – Current | Remote

##### UX Designer

- Collaborated across Caesars Sportsbook and Casino requirement areas to ideate, define, design and implement features for the entire roadmap
- Developed UX strategy and design to create a new acquisition funnel
- Conducted research to inform player retention. Designed features aimed at increasing engagement

#### ROBERTSON + PARTNERS

June 2016 – September 2020 | Las Vegas, NV

##### Interactive Designer

- Focused on creating digital strategies and user-centered solutions for agency clients
- Worked with global and national brands such as Howard Hughes Corporation, McDonald's, Ford, Las Vegas Raiders in creating impactful interactive experiences for customers

#### LET'S RALLY

November 2014 – June 2016 | Las Vegas, NV

##### Interactive Design Director

- Lead direction of digital initiatives for hospitality brands such as The Cosmopolitan of Las Vegas and Venetian Palazzo.
- Collaborated with strategy and development to deliver both B2C and B2B digital products.

#### SK+G

September 2012 – November 2014 | Las Vegas, NV

##### Senior UX/UI Designer

- Supported agency digital initiatives with interactive solutions for hospitality and gaming brands such as MGM Resorts and Boyd Gaming.
- Developed and maintained digital advertising deliverables such as websites, integrated campaigns, CRM communications

#### MUSIC MASTERMIND

July 2009 – December 2009 | Los Angeles, CA

##### UX Director

- Responsible for cognitive flow, game direction, character design and story line of the Zya music creation product.
- Collaborated with producers and engineers on mechanics and game development

#### SOLUTION X GLOBAL

February 2007 – February 2009 | Los Angeles, CA

##### UX/UI Director

- Managed in-house digital team
- Directed strategy and design of B2B solutions, mainly customer management platforms, for companies in the direct selling and health industries

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## EXPERIENCE (CONTINUED)

### **Micromass Communications** (now Inizio)

February 2006 – February 2007 | Raleigh, NC

#### **Interactive Designer**

- Created DTC integrated campaigns for global brands such as Novartis and Bayer.

### **Sanctuary Records Group**

May 2002 – February 2005 | Raleigh, NC

#### **Production Design Director**

- Managed creative team through the production life cycle of 500+ releases a year.
- Responsible for direction and production of packaging and collateral for artists such as Mary J Blige, Morrissey, Wu-Tang Clan, KISS, and more.
- Coordinate production release across global offices in Germany, London and Japan

### **Software Technologies Laboratories**

January 2000 – May 2002 | Blacksburg, VA

#### **Interactive Designer**

- Created digital programs to support inventory and analysis for government department management systems within the DOE and DOD.

## EDUCATION

### **Iowa State University**

Ames, IA | 2015-2019

M.HCI 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

### Iowa State Mechanical Engineering Graduate Student Organization (MEGSO)

Executive Board Member, Designer, Student Mentor

### Association of Computing Machinery (ACM)

Member

### National DTC Silver Award

Ask About Iron integrated program

### National Academy of Recording Arts and Sciences

Voting and Committee member

### RIAA Gold Record

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