

# AMY HOLLEN

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# GRAPHIC DESIGNER

## TECHNICAL PROFICIENCY

**Platforms** Mac / Windows / Linux

**Applications** Photoshop CS5, Illustrator CS5, InDesign CS5, Dreamweaver CS5, Flash CS5, Final Cut Pro, Microsoft Office Suite, Cloud Computing

**Programming** HTML, CSS, PHP, ActionScript, MySQL

## DESIGN PROFICIENCY

**Marketing** logo & brand design, campaigns, public relations media

**Print** billboards, brochures, booklets, newspaper ads, posters, mailers, table displays, handbills, package design, t-shirts, digital & film photography

**Digital** web design, web graphics, Flash animation, data merging, RSS feeds & social media, font design

**Manual** silk screening, sewing & pattern design, woodworking & construction, traditional medium illustration

## EXPERIENCE

### The School of Theatre • Florida State University

January 2012 - Present / Marketing Manager

**Job Responsibilities** Working with the marketing team to plan each season's marketing campaign. Designing and distributing all campaign materials. Managing theatre graduate students in their programs of study.

### The UPS Store • Florida State University business partner

September 2010 - January 2012 / Graphic Designer, Printer

**Job Responsibilities** Designing print media for customers and the store. Data merging, preparing work for digital and offset printers, and product finishing. Maintaining FSU stationery order website.

### Student Life Cinema • Florida State University

April 2009 - August 2010 / Graphic Designer, Webmaster

**Job Responsibilities** Organizing movie schedules and illustrating movie posters and handbills within strict deadlines. Updating the website with weekly and seasonal scheduling information.

### Oglesby Union Marketing • Florida State University

March 2009 - May 2010 / Graphic Designer

**Job Responsibilities** Developing informational and promotional materials for print and for web. Illustrating logos and graphics, and incorporating these images into marketing campaigns.

## EDUCATION

### Florida State University

2010	Graphic Design, BFA	Magna Cum Laude
2012	Integrated Marketing Communications, Graduate School	Current Student