



## a little about me

Hello! My name is Holly Morse and I'm a Creative Designer with 10 years of agency experience. Specializing in UI, UX, website, and application design, I'm always thinking about original, exciting and logical ways to create user-friendly digital experiences. I am looking forward to utilizing these skills as I move forward toward the next step in my career.

## contact info

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## design skills

- Creative Direction
- User Experience Design
- User Interface Design
- Wireframing
- Responsive Website Design
- Mobile/Tablet App Design
- Digital Signage Design
- E-Learning Design
- Logo & Brand Identity
- Photo Re-touching

## technical skills

**Platforms:** Mac and Windows

**Adobe:** Photoshop, Illustrator, InDesign, XD, Bridge, Lightroom, Acrobat

**Wireframing/prototyping:** Balsamiq, InVision, Adobe XD

**Other:** Microsoft Word, Powerpoint and Excel, Google Docs, Workamajig, Basecamp, Codebase, Wix, Mail Chimp

## experience

### DESIGN DIRECTOR | ALL THINGS MEDIA

MARCH 2010 - PRESENT

Establishes creative direction and oversees all design projects from concept to completion to ensure we produce innovative, engaging and user-friendly products.

#### Job Responsibilities:

- Provides creative direction and works with a team of designers (at various skill levels) to ensure vision and quality are carried out
- Monitors team's daily activities, delegates tasks appropriately, evaluates team performance and conducts constructive reviews and critiques
- Upholds a strong work ethic that is flexible, dependable and is able to multi-task numerous projects and deadlines with ease
- Accurately appraises projects and provides reasonable estimates
- Consistently keeps the project scope in mind and works within a client's budget

**Notable clients:** BMW, Disney, General Mills, Hasbro, Konica Minolta, Mercedes-Benz, McGraw-Hill, Nickelodeon, Pearson, Pepperidge Farm, Smart Car, Toys-R-Us

### SENIOR DESIGNER | ALL THINGS MEDIA

MARCH 2008 - MARCH 2010

Worked as Creative Lead within a team of designers to develop innovative design solutions for websites, phone/tablet apps, games, interactive kiosks and digital signage.

#### Job Responsibilities:

- Created visually impressive designs that went beyond the client's expectations
- Developed intuitive user experiences through wireframing and prototyping
- Worked alongside the Junior Designers in an effort to enhance their skills and to help the team grow collectively
- Closely followed the latest industry trends and techniques

### MARKETING & ADVERTISING | PANTINA COSMETICS

MAY 2006 - NOVEMBER 2007

Worked with a team to create marketing campaigns and visuals for their cosmetic line.

## education

### ANTHEM INSTITUTE

Associate's Degree  
Graphic Design and Animation

### BERKELEY COLLEGE

Bachelor's Degree  
Marketing Communications