

HI! I AM HOLLY... A SOLID CREATIVE WITH A MIND FOR BUSINESS

HOLLY KOSKINEN – AD/ACD/CD – 440.840.5137 – 283 E. 1st Avenue, Suite #307, COLUMBUS, OH 43215

As an AD/ACD/CD, my first and foremost goal is to create killer work all while creating a safe, *FUN* and exciting environment for my team. Collaboration is important, yet so is individuality. I believe in trusting my team and I'm secure enough that when a teammate has a better idea—we run with it, putting ego and title-hierarchy aside. It's about the work after all, am I right?! I truly love what I do.

OVERVIEW:

With 12 years in the industry, I bring to the table a breadth of experience in brand identity and execution, print, all things digital—including Mobile Applications, Shopper Marketing, Consumer Insights Research as well as both agency and corporate environment experience. I bring my expertise of Adobe's CC and Sketch, along with my skills consisting of video editing, retouching, illustration and photography to the table. My empathetic ability and intuition coupled with my educational decisiveness makes me a strong creative addition to those wanting to produce high-quality work.

EDUCATION:

Bachelor of Fine Arts Degree in Advertising & Graphic Design, with a Minor Degree in Writing, from Columbus College of Art & Design, Columbus, Ohio.

TARGET JOB/LOCATION:

DESIRED JOB TYPE: Employee
LEVEL: Mid-Senior
SITE LOCATION: On/Off/Remote

DESIRED STATUS: Full-Time/FT Contract
PREFERRED LOCATION: Columbus
AVAILABILITY: Within 2-3 Weeks

EXPERIENCE:

AMERICAN ELECTRIC POWER – SR. UI DESIGNER | 02/17 - Present

- UI Art Direction.
- Lead iOS designer for a multi-million dollar customer mobile application.
- Supportive Android designer.
- Collaborates w/UX (User Experience) Team to understand customer needs from user testing and expectations to create/direct effective UI.
- Collaborates w/ a 10+ person development team on implementation, integration, UI art direction and functionality.
- National digital brand strategy, global brand strategy, go-to-market initiatives.
- Partners w/ various Operating Companies to assist in on-brand marketing strategy efforts.
- SPARK TANK INNOVATION CHALLENGE FINALIST - Only 7 teams were awarded out of over 400 applications (across all 7 Operating Companies nationwide).

KOSKINEN CREATIVE – STRATEGIC CREATIVE PARTNER | 11/15 - Present

Clients: Smashfly/YUM! Brands, Opera Project Columbus, Abercrombie Kids, Camelot Cellars, The Ohio State University, JupMode, Westoff, Zubko Media, Jump Creative, Amy Caicos Photography



OHIOHEALTH / TEKSYSTEMS – SR. DIGITAL DESIGNER (Contract) | 07/16 - 01/17

- Assisted OhioHealth's Digital Design Team with design and execution of a 2,000+ page, multi-million dollar responsive website.
- Established imagery documentation, guidelines and templates for easy implementation across the new digital staff.
- Oversaw and collaborated with other designers for design direction and execution.
- Scheduled EOD updates with design staff to discuss upcoming workload.
- Restructured and simplified template UX/UI design for better site consistency.
- Created UI wireframes for new template approval that was presented to and approved by Senior/SVP Level Management.
- Assisted in template change implementation working alongside the external digital agency partner.
- Corrected global visual inconsistencies against approved site design.
- Created recommendations for mobile/tablet media queries.
- Provided CSS recommendations to revise global web typography.

CULT MARKETING – ART DIRECTOR | 03/13 - 11/15

Clients: 101 Mobility, 89 Fish & Grill, Blueprint Spirits, Caster Connection, City Barbeque, Creative Recreation, Crock Pot, Dublin Irish Festival, EWT, ExpandOS, FacilitySource, Jarden/PCW/FoodSaver, Knowledge Universe, Quantum Health, Service.com, Telemus, TourismOhio, Velvet Ice Cream

- Assisted COO/VP of Creative Insights in all Creative Direction and execution.
- Assisted VP of Business Dev. w/new business presentations, sales/follow-up materials.
- Lead CD for TourismOhio RFP application/presentation — RESULTED IN A \$2M CONTRACT.
- Lead CD for Velvet Ice Cream — SCOPE EXPANDED DUE TO CLIENT SATISFACTION WHICH RESULTED IN AN ADDITIONAL \$40,000 CONTRACT.
- Designed WordPress websites, micro-sites, UI/UX elements, retail displays, direct mail, various print collateral, trade show booths, lobby designs, brand videos, client presentation decks, apparel, wall installations, radio spots, etc.

RYAN PARTNERSHIP – ART DIRECTOR | 10/11 - 02/13

Clients: Stouffer's, Lean Cuisine, The Columbus Crew, Nestlé, Butterfinger, Crunch, Wonka, Nerds, SweetTarts, Purina, Olive Garden, Red Lobster, Chase, White Castle, Laughing Noodle, Blaze, Bob Evans, American Heart Association, Decker's and FOX/The Simpsons/Matt Groening

MINDLEADERS, INC. – MEDIA DEVELOPER | 07/10 - 10/11

ADVERTISING MADE EASY – PRODUCTION/GRAPHIC DESIGNER | 08/05 - 01/09

VOLUNTEER:

Brand Identity/Business Collateral for Ryan Robinson, Kidney Transplant Survivor
Wedding Invitations for Wendy Solomon and Tiffany Snare
2011 MindLeaders Breast Cancer Fundraiser / Head Gala Event Director/Organizer

AWARDS:

2018 AICUO Excellence in the Visual Arts Judge
2017 AICUO Excellence in the Visual Arts Sponsor
2016 AICUO Excellence in the Visual Arts Sponsor
2015 American Graphic Design Award - Direct Mail: The Cult/ Durango Case Study
2015 American Web Design Award - Blueprint Spirits Responsive Website
2015 AICUO Excellence in the Visual Arts Judge & Sponsor
2014 AICUO Excellence in the Visual Arts Judge
2013 American Graphic Design Award - Branding: 39 BeLow FroYo
2012 American Graphic Design Award - Brand Identity for Blue Horizon Resort
2011 American Graphic Design Award - Brand Identity for Cindy Koskinen