

# HOLLY MARIE GIBBS

## VISUAL DESIGNER

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hollymariegibbs@gmail.com  
social media: @hollymariegibbs

## EDUCATION

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### University of Florida

Bachelor of Science in Journalism  
2003 - 2008  
Minor in Education  
Focus in magazine design and management,  
computer science

### Coral Shores High School

High school diploma  
1999 - 2003

### Blogshop

Two-day course on Photoshop for blogging  
December 2013

## TRAINING & INTERNSHIPS

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### The Florida Engineer magazine

March 2008 - May 2008

Before I worked for UF's College of Engineering's Office of Marketing and Communications, I completed an internship with their Alumni magazine. I worked with the editorial staff to develop content, participated in a magazine critique and planning sessions, and participated in the redesign process.

### Orange & Blue magazine

Art Director

January 2008 - August 2008

I was in charge of creative concepts for the magazine, directed the art staff, planned and directed photo shoots, scouted, interviewed and directed all photographers and illustrators, wrote and edited copy, worked with the printing company during the press process.

### That Girl! magazine

Creative Director

January 2008 - August 2008

I helped conceptualize and develop an award-winning magazine prototype (*First place, AEJMC: Start-Up Magazine Project, Team*) produced by my Magazine Management capstone course. I directed photo shoots, sourced props and clothing, directed a staff of 30 people and helped to plan a 10-hour on-location shoot. I was also in charge of creating original content, editing and the design of the entire magazine.

## EXPERIENCE

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### UF Health

Senior Web Designer  
March 2016 - March 2017

I designed and coded sites and Wordpress templates for hospitals, physician practices, colleges, centers, institutes, programs and services across the UF Health network. My focus was on designing flexible, robust systems that work for a large community of users with many specific needs. I also designed and built the network's intranet, [ufhealth.org](http://ufhealth.org) and many other sites within the organization.

### Mobiquity, Inc.

Visual Designer  
March 2014 - March 2016

I designed mobile apps and websites — both consumer-facing and for employees of some of the largest companies in the world. My focus was on designing within client constraints, platform standards and specifications based on wireframes, iterating designs for approval, and preparing assets for the developers as well as providing visual QA while apps are in the build process.

*Past clients include: Johnson & Johnson, CVS, Reebok, Weight Watchers, The Weather Channel*

### Smart Media Creative

Visual Designer  
October 2012 - March 2014 (*acquired*)

I did mostly web design and front-end development, including UI and visual design, but I also did a decent amount of branding and logo work, as well as print design for clients. We worked mostly with media and journalism organizations, startups and nonprofits until our small shop of three was acquired/hired by Mobiquity in March of 2014.

### Holbrook Travel, Inc.

Creative Director & Marketing Coordinator  
November 2010 - October 2012

I was hired at Holbrook as Creative Director and soon moved into the Marketing Coordinator position, as well. I led a complete website overhaul, created an e-mail marketing and social networking strategy, a company blog, and started and managed an internship program. I managed both our marketing and design teams. I also directed the marketing strategy and oversaw all internal creative projects.

### Atlantic Publishing Group, Inc.

Assistant Art Director  
March 2009 - May 2010

I designed, copy edited and prepared books for press, as well as managed staff and freelance designers, which included hiring, assigning and overseeing projects and providing feedback on their work. I also did a variety of in-house design work, including designing marketing and print collateral, promotional pieces, and website design for this independent, nonfiction book publisher.

### The Florida Engineer

Lead Graphic Designer & Creative Director  
May 2008 - October 2008

I served as creative director for the University of Florida's College of Engineering Alumni magazine and Office of Marketing & Communications. I helped develop editorial content, led and directed a magazine redesign as well as all photo shoots, edited and wrote copy, headed marketing campaigns and designed collateral for the department.

## SKILLS

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Communication design  
User interface design  
User experience design  
Responsive web design  
Mobile application design  
Branding  
Marketing & graphic design  
Print & Production design  
+  
Wireframing + User flows  
Prototyping  
Product management  
Web development  
Content management  
Social media management  
Writing and editing  
+  
Illustration  
Photography

## TOOLS

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Sketch  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
+  
InVision  
Marvel  
*learning Proto.io and Framer.js*  
HTML5 & CSS3 (SASS)  
Git  
PHP & Wordpress templating  
+  
Apple's Human Interface Guidelines  
Google's Material Design Guidelines  
+  
Asana  
Trello  
JIRA  
+  
Squarespace  
Wordpress  
Textpattern  
*learning Craft CMS*  
Mailchimp  
+  
AP Style  
Chicago Manual