

HOLLY MARIE GIBBS

VISUAL DESIGNER

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EDUCATION

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

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

SurveyMonkey

Product Designer

April 2017 - Present

I design, research and test experiences for SurveyMonkey's portfolio product Wufoo. I create user flows and interfaces that help my product team to reach business goals while serving to equip the end-user with the tools they need to create forms and collect data from their customers. I also work closely with the Design Systems team on building, testing and executing our internal design system, Woven. I helped to build an internal browser-based design tool where UX designers use React.js components in order to prototype experiences for the SurveyMonkey product.

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 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 were 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 web design and front-end development, including UI and visual design. I also did some branding and logo work, as well as print design for clients. We worked mostly with media and journalism organizations, startups and non-profits until our small shop of three was acquired 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

Design systems
Communication design
User interface design
User experience design
Responsive web design
Mobile application design
Branding
Marketing & graphic design
Print & production design

User research & testing
Validation testing
Wireframing & user flows
Prototyping
Product management
Workshop facilitation
Web development
Content management
Social media management
Writing and editing

Illustration
Photography

TOOLS

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