

Holly Kerr

Digital Designer



WORK EXPERIENCE

Digital Communications Contractor

Hilton Head-Bluffton Chamber of Commerce | May 2020 - Present

- Working with Communications team to develop new graphics, social media marketing campaigns, and update company website.
- Spearheading "Faces Behind the Business" video series by filming and editing footage in Premiere Pro- over 15 videos completed.
- Re-branding membership materials used to externally attract and persuade local businesses to join the Chamber.
- Creating 50+ graphics and videos posted on company Instagram page to grow following by 34%.

UX/UI Design Creative Inquiry

Clemson University | Aug 2020 – May 2021

- Led research, wireframing, prototyping, usability testing, and high fidelity design of 3 apps.
- Designed and validated workflows and interfaces through iterations using Sketch, Invision, and Figma.
- Collaborated with Senior UX Designer to ensure design elements were translated correctly into the product.
- Researched interactive design trends and redesigned portfolio site using HTML and CSS.

Web Design Assistant Teacher

Clemson University | Aug 2020 – May 2021

- Performed assistant teacher duties such as mentoring and lecturing students in HTML, CSS, and successful user experience design practices.
- Delivered 4 core lectures a semester to classroom of 20 students.
- Wrote and implemented lesson plans, mentored underclassmen with 1-on-1 feedback on design techniques and best coding practices.
- Assisted professor in wire-framing, prototyping, and coding websites.

Graphic Communications Intern

Robert Bosch | Jan 2019 - Jul 2019

- Applied Bosch brand guidelines in order to produce external flyer's, icons, logos, and videos. Communicated with International Headquarters in Germany to get designs approved.
- Developed proposal for the use of Adobe Creative Cloud in the Bosch Communications department and gave monthly tutorials to associates.
- Re-branded 2 internal company newsletters to create a modernized editorial aesthetic and created templates for future editions.
- Responsible for "Girls Day Out" graphic design and marketing package for external non profit event.
- Produced and edited 5 videos for plant procedures and protocol; including one promotional video posted on Bosch USA social channels.



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EDUCATION

CLEMSON UNIVERSITY

Graphic Communications

Emphasis in UX Design

GPA: 3.90 / 4.0

Aug 2017 - May 2021

SKILLS

Adobe Creative Cloud

UX/UI

Journey Maps

User Personas

Wireframing

Digital Prototyping

Figma

Sketch

Invision

WordPress

HTML and CSS

Nikon DSLR Cameras