



WEB DESIGN AND DEVELOPMENT AND
GRAPHIC DESIGN BY HOLLY HALVORSON

GRAPHICS

WASHINGTON, DC AREA

WWW.HHGRAPHICS.NET
HOLLY@HHGRAPHICS.NET

TWITTER: @HOLLYHALVORSON
LINKEDIN.COM/IN/HOLLYHALVORSON

202.495.1320

I create beautiful design and build modern websites that are easy to maintain.

My background in graphic design, business, social media, and copywriting helps me understand what businesses need to communicate effectively and affordably with clients and customers.

Director, HH Graphics, Alexandria, VA (1994–present)

Run a graphic design business on a daily basis. Design and develop websites, Content Management Systems, trade show exhibits, branding campaigns, logos, posters, postcards, brochures, flyers, reports, e-mail campaigns, and more.

Highlights:

- Design, develop and currently maintain dozens of CMS-based sites with customized theme development using html5, css, php, ajax, json, jquery, javascript, responsive mobile design, Wordpress, API integration, SEO, social media.
- Designed, developed and implemented portal pages for Amtrak's nationwide Wi-Fi service (over 2 million page views per month) in the East Coast, California, and Chicago. Lead web design and development, user experience, technical implementation of the Wi-Fi portal pages. Play an essential role in reporting, installation, testing, and deployment.
- Provided web design and website development for Partners for Amtrak Safety and Security, Amtrak High-Speed Rail.
- Designed hundreds of graphics for Amtrak.com, assisted in brand development.
- Served as primary designer for the British Council of the British Embassy in Washington, DC since 2002.
- Served as primary designer and developer for The University of Maryland's Human Computer Interaction Laboratory, Search Party Google App, and the International Children's Digital Library websites.
- Provided design and project management for dozens of large (90'x 80') exhibits for Embassy and Education fields.

Portfolio: www.hhgraphics.net

Graphic Designer, Dance Place, Washington, DC (1993–2012)

Responsible for design of website and design for all printed materials.

- Designed, developed and maintained website since 1993. Designed posters, postcards, brochures, flyers, reports, e-mail campaigns, social media campaigns. Serve as marketing strategy consultant.
- Responsible for brand development, database management, network administration, social media strategy.

Chief Technology Officer, Weadon Printing & Communications, Alexandria, VA (2000–02)

Responsible for repositioning a traditional print company as a high-tech document solutions provider by managing and implementing innovative technical and graphic design services.

- Leader of brand development and design standards, providing cross-platform document and delivery services in many formats: print, broadcast email, broadcast fax, web, and variable data printing.
- Managed, designed and executed hundreds of large scale (100,000+) broadcast email, fax and variable data projects.
- Manipulated data, extracted, merged and converted large (100,000+) databases in Excel, csv, Access, text. Created Visual Basic scripts and functions to automate list management, deduplication, and preparation of lists for broadcast. Manipulated PostScript encoding of large print documents.
- Managed and supervised document conversion from web to print and back using HTML, Quark, Indesign, Illustrator, Photoshop, Pagemaker, PDF, and Microsoft Office documents.
- Managed computer network including NT Server, Mac, Windows, software and hardware installation, security, more.

Graphic Designer, Eagle Design & Management, Bethesda, MD (1998–2000)

- Designed brochures, posters, displays, training manuals, logos, annual reports, and other printed materials for National Institutes of Health. Designed product packaging, illustrations for cartoon characters to be recreated in 3-D.
- Developed visual concept and artwork for branding the National Eye Institute's Low Vision department.

Graphic Designer, Supon Design Group, Washington, DC (1998)

- Created designs for magazines, design industry newspapers, charts, calendars, product packaging, and interior designs for Tokyo mall displays.

Graphic Designer, Dance Africa America, U.S. Major Cities (1995–1997)

- Conceived, designed, and managed all print material for nationwide African dance festival: logos, brochures, stationery, flyers, posters, programs, ads, t-shirts, bags, envelopes, stickers, maps, bookmarks, and postcards for sites at universities and theatres nationwide in NYC, Chicago, California, Minnesota, DC, North Carolina, more.

LANGUAGES

HTML
CSS
PHP
API
AJAX
JQUERY
JAVASCRIPT

WEB

Social
Mobile
Twitter
Facebook
Web Design
CMS Design
Web Development
Email Marketing
Google Maps API
Google Analytics
Responsive Design
User Experience (UX)
Wordpress
Joomla
SEO

PRINT

Layout
Design
Graphics
Branding
Copywriting

MULTIMEDIA

Video Editing
Photo Editing
E-book Publishing
Photo Retouching
CD Creation

SOFTWARE

MS Office
Adobe Flash
After Effects
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Acrobat Pro

EDUCATION

University of Virginia
BA English
BA Theatre
Dean's List