



MADDISON HOLLAND

GRAPHIC DESIGNER

HELLO

Hi, I'm Maddison Holland! I was born & raised in Texas, although now I reside in Northwest Arkansas with my husband, son & collie. I have enjoyed working as a remote graphic designer for 5 years professionally.

WORK EXPERIENCE

ART DIRECTOR

TWINOAKS | Aug 2017 – Present

I have been fortunate to gain a lot of experience with various projects at TWINOAKS. Some of my main clients include: Saputo, Coca-Cola, Treasury Wine Estates, Bimbo Bakeries USA, Walmart and Delicato Wines. My experience mainly involves shopper marketing work including in-store signage, digital advertising, campaign concept work, packaging & pitch work.

STUDIO LEAD

TWINOAKS | Jan 2020 – Present

I have photographed commercial work for the following clients using in-house studio equipment: Treasury Wine Estates, Beam Suntory & Four Roses as well as internal agency promotion. Utilizing my organizational side, I have managed our equipment inventory, purchases & retouch work with a separate team.

CALLIGRAPHER, DESIGNER & OWNER

Maddison Shae Design | Oct 2021 – Present

I have always dreamed of owning my own business and once I found the hobby of traditional calligraphy, it seemed the perfect fit! I calligraph wedding suites, envelope addressing, commissioned art pieces, etc. My skills as a designer translate to my work as a calligrapher and handletterer. My love for letterforms only grows and expands with time as I continue to learn and apply myself to this craft!

AVL LIGHTING DESIGNER

John Brown University | Aug 2014 – Sep 2017

As an LD (Lighting Designer) in the Audio Visual Lighting division at John Brown University, I had the privilege to work in a professional learning environment alongside other students and staff. This experience taught me how to work quickly and efficiently while challenging my creative proficiency.

CONTACT

972.489.2342

maddisonholland.com

maddisonshae7@gmail.com

EDUCATION

BS Graphic Design
2017 John Brown University

BS Photography
2017 John Brown University

TECHNICAL SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Adobe After Effects
Adobe InDesign
Adobe Dimension
Shopper Marketing
Digital Marketing
In-store Signage
Photography
Typography
Hand Lettering



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Typography
Hand Lettering

WORK EXPERIENCE (continued)

STUDENT ON NEW ZEALAND STUDY ABROAD TRIP

Arocha non-profit | Jun 2016 – Jul 2016

I was fortunate enough to travel abroad to New Zealand with a graphic design and photography group from JBU. We all contributed to projects for the Arocha non-profit organization.

PHOTOGRAPHER

Kanakuk Christian Camp | May 2015 – Jul 2015

As the sole photographer at K1 Camp, I took an average of 350 photos per day of kids ages 6 to 12. This job was stressful at times but it pushed me to be flexible and efficient in my time management skills and to meet rigid deadlines. Seeing some of my work published on Kanakuk's official social media sites was an exciting bonus!

DEMONSTRATOR

Stampin' Up! | Nov 2012 – Aug 2014

I demonstrated how to make greeting cards using only Stampin' Up! products by hosting parties twice a month. This involved designing and preparing the cards, coordinating the events, and efficiently instructing the customers. This experience taught me how to instruct and encourage clients of varying skill levels.