

KRISTIN HOLLOWAY

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EDUCATION

BFA, Graphic Communications
University of Houston, 1997

EXPERIENCE

Brand Director

Kids Line South Gate, CA, *May 2006 - March 2009*

Brand Director for large children's bedding manufacturer with multiple brand licenses and multiple original brands.

Responsibilities included developing brand identity for bedding and accessory lines that coexist with an existing brand identity of a licensee such as Baby Gap, Carter's and Disney; developing brand identities for original product lines such as Kids Line, Mod Pod, Tiddliwinks for Target, and more; art direct product photography, manage and oversee web team on three brand web sites; manage advertising budgets, design and place ads; packaging design; marketing literature design; trade shows; in store signage; manage product imagery library; project management.

Creative Director

Wendy Bellissimo Media Calabasas, CA, *March 2004 - Nov. 2005*

A rebranding and design effort to move a children's bedding brand from a high-end boutique, celebrity-focused identity to a big box (Babies R Us), mass market aspirational brand.

Responsibilities included market evaluation and brand positioning; identity development, design and application to packaging, web site, marketing materials, in store signage, product literature; staff hiring; art direction of all product and lifestyle photography; management of all print production; new product development; new product category development; television and magazine exposure coordination; event production; trade shows; web site art direction and web team management; project management.

Freelance Designer

VSA Partners Chicago, IL, *October 2003 - February 2004*

Responsibilities included conceptual development, design and production of the 2003 IBM Annual Report. A project contract producing up to 30 design directions and weekly copy and design overhauls with IBM staff writers to ensure accurate messaging for a company whose corporate communications are scrutinized worldwide.

client: IBM

Creative Director, Art Director

NVU Productions Chicago, IL, *March 2001 - May 2003*

Responsibilities included staff development and hiring for this start-up celebrity branding firm; art direction, design and production management for books, identity systems, product design, packaging, annual reports, web sites, interactive presentation, ad campaigns, video games, DVDs, and event planning.

clients: Britney Spears, Wendy Bellissimo, Justin Timberlake, Samsung, Toyota, Rudolph & Beer Artist Management, Wire Records, THQ, Aerosmith, Jive Records, AOL Music, Laila Ali, Magic Johnson, United Talent Agency, Wright Entertainment Group, Pepsi, Walmart, Planet Hollywood.

Designer

Pressley Jacobs Design Chicago, IL, *May 1998 - March 2001*

Responsibilities included conceptual development, art direction and design for corporate identity systems, publications, collateral brochures, annual reports, benefit programs and logotypes.

clients: Kemper Funds, Scudder Investments, Sabre Holdings, Northwestern Memorial Hospital, Bradner Smith, Corus Bankshares, William Blair & Company, Scott Foresman

Designer

sparc Chicago, IL, *August 1997 - May 1998*

Responsibilities included conceptual development, art direction, design and production for publications, catalogs and logotypes.

clients: AIGA Chicago, Chicago Beverage, AMA

OF NOTE

Art Directed international automobile campaign for Britney Spears and Toyota, *fall 2002*

Designed and managed marketing and product standards guidelines for BritneyBrands, Inc, *spring 2002 - spring 2003*

Awarded Campaign for 17th Annual Chicago Latino Film Festival, 2001

AIGA member, 1995 - present

WORK SAMPLES AND REFERENCES

Please visit kristinholloway.com for work samples. References can be provided upon request.