

Holly Senchak

{ **TYPE** hollysenchak@gmail.com

{ **TALK** 773.991.8676

{ **TOUR** orangepony.com

{ SOFTWARE & SKILLS

CS4 (*Photoshop, InDesign, Illustrator, Dreamweaver, Flash*), HTML/CSS, Acrobat, Office, Mac & Windows, Illustration, Knowledge of Java/php/asp, Excellent copy-writing skills, Thorough understanding of how marketing relates to design

{ EDUCATION

Purdue University
West Lafayette, IN
BS Computer Graphics
Minor: Art & Design

Ringling School of Art & Design
Sarasota, FL
Intended Major: Illustration

{ EXTRAS

Member of the National
Association of Photoshop Users

Vocalist/Guitarist/Keyboardist
for various Chicagoland bands

{ EXPERIENCE

Affy Tapple/Mrs. Prindable's Gourmet Confections

SENIOR DESIGNER (PRINT & DIGITAL)

March 2010 – current

- { Web front end design & some coding for mrsprindables.com and affytapple.com
- { Email design, coding, deployment through YesMail
- { Flash banners
- { Posters, postcards, store signage and fundraising kit redesign for Affy Tapple
- { Packaging & 3-Pack label design, hang tags
- { Art direction for photo shoots, photo retouching, some photography

Orange Pony

FREELANCE DESIGN (PRINT & DIGITAL)

January 2000 – current

Partial List of Clients

- { Paper Source – Photo retouching, digital production design for Web ::: paper-source.com
- { UpShot – Advertising design production work for Miller lite, photo scanning for Disney
- { Two by Four – Data entry/blog positioning for the Mike Rowe web site
- { Enesco – Trade show sign design & production (incl. Disney, Jim Shore, N'tl Geographic)
- { Glossed & Found – Web design, bi-weekly updates & eblasts ::: glossedandfound.com
- { Moxie – Rebranding, Web site, logo, sign, menus, copy-writing, etc.
- { Resource Savers – Simple site for start up company ::: resourcesavers.com

Lightology

CONTRACT DESIGN (PRINT & DIGITAL)

March 2009 – November 2009

- { Production work on EDGE catalog and price list
- { Photo retouching, technical illustrations, pages set for print
- { Eblast design and deployment for promotions relating to EDGE and Lightology products

Whitehall Jewellers

SENIOR DESIGNER (PRINT & DIGITAL)

January 2007 – March 2008

- { Design & layout for product catalogs, POP, direct mail, event signage, large scale banners
- { Final proofing, release to printer and supervision of press checks
- { Logo redesign
- { Web redesign and updates pertaining to promotional events
- { Worked with external vendors

Dreaming Tree Films

Producers of Samsung Fresh Films and Stayfree Girls in the Director's Chair

December 2004 – November 2006

ART DIRECTOR

- { Web design and updates
- { Eblast design and deployment to 5,000+ subscribers
- { Encoded and posted monthly video podcasts on iTunes
- { Designed and moderated ten MySpace pages
- { Design and production of promotional materials – postcards, brochures, signage.

MARKETING COORDINATOR/PRODUCTION ASSISTANT

- { Created sales press kits, PowerPoint presentations and client mailings
- { Researched, created press kits for, and submitted films to film festivals nationwide
- { Established direct contact with teen filmmaker applicants, winners and their parents
- { Coordinated and directed office interns