

Holly Senchak

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orangepony.com

773.991.8676

SOFTWARE

Photoshop
Illustrator
inDesign
Dreamweaver
Flash (some actionscript)
HTML (knowledge of CSS, Java)
Microsoft Office
ProTools
MAC & Windows Platforms

SKILLS/QUALIFICATIONS

Illustration
Web design
Art direction
Creative direction
Project management
Able to quickly & efficiently turnover a project
Thorough understanding of marketing strategy
and how it relates to design

EDUCATION

Purdue University
West Lafayette, Indiana
BS Computer Graphics
Minor: Art & Design
Graduated December 1999

Ringling School of Art & Design
Sarasota, Florida
Intended Major: Illustration
Attended 1994

ACTIVITIES/TALENTS

4-H Tenure Member
Vocalist/guitarist/keyboardist for band *Wonderful Smith* (Fundamental Records) and *Sweetish*.
Appeared in commercials for AOL, Budweiser True Music, Kohl's, Marsh Supermarkets.

REFERENCES

Available upon request.

EXPERIENCE

Whitehall Jewelers, Chicago, Illinois
January 2007 – March 2008

Sr. Designer/Web Designer, Programmer

- Conceived, developed and executed design & layout for print and Web which met company standards and appealed to company's customers.
- Major projects included catalogs, POP signage, direct mail, event signage, banners, brochures.
- Assisted in final project proofing, release to printer.
- Supervised press checks.
- Managed files and image data.
- Maintained Web site with updates pertaining to current promotions.
- Worked with external vendors.

Dreaming Tree Films, Chicago, Illinois
December 2004 – November 2006

Producers of Samsung Fresh Films and Stayfree Girls in the Director's Chair
Additional clients include: Apple, United Way, Scholastic News, Clark Street SSA

Art Director

- Designed and executed graphic layouts for print, video and Web.
- Maintained freshfilms.com.
- Designed and sent out monthly e-newsletters to 5,000+ subscribers.
- Encoded and posted monthly video podcasts on iTunes.
- Designed and maintained MySpace pages.

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 concerning the Samsung Fresh Films nationwide filmmaking program.
- Coordinated and directed office interns to notify filmmakers nationwide.
- Online research for marketing, production and sales.
- Logged tapes.

Lamar Billboard Advertising, Gary, Indiana
April 2000 – June 2000

Production Artist/Photo Retoucher

- Exceeded expectations in time based project by efficiently editing and retouching 800+ photos of billboards before expected completion deadline.
- Created photo directories based on location and number of billboard.
- Uploaded each photo to specific directory in an inter-office online database.

Orange Pony Design, Chicago, Illinois
January 2000 – Current

Owner/Creative Director/Designer

- Freelance design providing logos, print ads, identity development, Web design & programming, Flash banners, CD packaging, trade show displays, email campaigns, illustration.
- Partial Client list: Small Businesses (Active Art Salon), Restaurants (Moxie, Red Ivy), Music Promoters (Fundamental Records), and Non-for-Profit organizations (Streetwise).