



**HOLLY CHOLAK** Art Director + Visual Designer

*Award-winning, highly creative and technically skilled Art Director and Visual Designer with a decade of digital, print and environmental experience.*

### Art Director

2021 - Current

**SEPHORA** | San Francisco, CA

Cultivate and launch omni-channel campaigns for the North American market while delivering on strategic business goals and marketing KPIs.

### Sr. Visual Designer

2017 - 2021

Sketch and storyboard design concepts to discern creative vision for overall campaign.

Partner with multiple stakeholders (editorial, content production, project management, marketing) to oversee creative work from brief to final assets across Sephora's digital, social, retail, experiential, and new media channels.

Provide clear creative art direction to external vendors: photographers, stylists, hair and makeup artists, set designers and manicurists.

Present design strategy and executions to key stakeholders.

Manage direct reports schedules, performance reviews and daily tasks.

### Sr. Visual Designer

2014 - 2017

**BLACKROCK** | San Francisco, CA

Responsible for the design, production and distribution of marketing campaigns, event creative and environmental graphics to support BlackRock global businesses.

Conceptualized and executed innovative concepts across multiple products, platforms and channels. Typical assignments were custom direct mail pieces, publications, packaging, environmental graphics for large-scale client facing events, digital (management of social media accounts, website and video) and marketing collateral.

Oversaw final production stages of print and digital assets; preflighted, packaged and released press-ready files to vendor, proofed mechanicals, participated in on-site press checks, prepared digital files for export to web.

### Creative Director

2007 - 2014

**KOLANO DESIGN** | Pittsburgh, PA

Quickly advanced from Graphic Designer to Art Director and within three years of joining, the firm I was named Creative Director, responsible for driving the design studio.

### Art Director

2007 - 2009

Oversaw projects from a complete life-cycle perspective—deliverables included; identity design and branding systems, strategic omni-channel campaigns, direct marketing, digital and print collateral, event creative and environmental wayfinding projects.

### Visual Designer

2006 - 2007

Interfaced with clients to understand goals, define objectives, and develop proposals.

Managed budgets and invoicing.

Built, mentored and managed a team of designers.

### Technical

Bridge, Figma, Illustrator, InDesign, Invision, Microsoft Office, Photoshop, Pitch

### Education

#### Art Institute

Bachelor of Science, Visual Communications  
Pittsburgh, Pennsylvania

#### International Academy of Design

Associates Degree, Visual Communications  
Pittsburgh, Pennsylvania



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