

# SHELLANE HOLGADO

SR. ART DIRECTOR + DESIGNER

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## EXPERIENCE

### FREELANCE SR. ART DIRECTOR + DESIGNER

SELF EMPLOYED | 2013 – PRESENT

Hands-on Art Director providing print and digital services. Scope of work involves conceptualizing photo shoots and design execution, image retouching, websites, emails, social media content, presentation design (Powerpoint & Keynote decks, infographics, one sheets) identity development, brand books, catalogs, packaging, direct mail, tradeshow booths, and other collateral. Notable clients: Evite, 7 for All Mankind, Hudson Jeans, Hanna Andersson, Kate Somerville, Splendid, Ella Moss.

### FREELANCE ART DIRECTOR

ELLA MOSS, SPLENDID & 7 FOR ALL MANKIND | 2015 – 2017

Executed all visual elements for seasonal campaigns from conceptualizing brand story-telling and presenting mood boards through post-production retouching and layout. Provided an elevated and fashion oriented eye for art direction, styling, image selects and typography. Planned photo shoots with Producer and Photographer to scout locations, build studio sets, cast models, organize shot lists and communicate vision with Stylists. Developed type and photography style guides as reference tools to unite visual style consistency across all channels. Spearheaded digital shopping experience based on marketing strategies and oversee creative needs for website, emails and all other print and digital assets. Improved online shopping experience by updating web pages with graphic design and elevated photography. Demonstrated flexibility with business demands that required last minute adjustments.

### FREELANCE ART DIRECTOR

HANNA ANDERSSON | 2014 – 2015

Responsible for development of seasonal catalogs to support marketing and merchandising strategies for children's apparel, women's apparel and home goods. Partnered with Production Manager and Producer to ensure concepts can be completed on time and within budget. Managed and mentored Production Assistant and freelancers by overseeing art direction, project workload and meeting deadlines. Worked closely with Creative Director to execute creative objectives through all stages of catalog process, including: conceptualizing pre-season stories, designing mockups, art directing photo shoots with models and product flats, presenting to Executives and Merchandising teams, and final color/artwork approval.

### SR. WEB DESIGNER

LUCKY BRAND JEANS | 2011 – 2014

Created compelling web graphics following brand standards for Digital Creative team. Provided creative solutions for innovating, improving and optimizing various areas on the site. Refreshed designs each season while being innovative and interesting to

the customer. Projects included emails, landing pages, affiliate ads, lookbooks and image retouching. Assisted Art Director with site redesign and replatform. Supervised production and traffic of freelancers. Collaborated with Developers, Copywriters, Merchandising and Marketing teams to clarify objectives and revise creative based on last minute business changes.

### SR. GRAPHIC DESIGNER

WILLIAMS-SONOMA INC., POTTERY BARN | 2010 – 2011  
Designed editorial styles and layout for seasonal catalogs. Created style guides for multi-channel use. Managed workflow of production team and freelancers. Advanced project and internal client management skills. Adept to print buying and working with vendors such as illustrators, color houses and design firms. Responsible for catalog production process which included creating production schedules, marking up images for color/retouching, hitting targeted deadlines, tracking changes and communicating with editors on copy needs. Art directed photo shoot for mini catalog and ecom product shots. Supported Art Director in communicating photo shoot ideas to Merchants, Photographers, Stylists and Producers.

### GRAPHIC DESIGNER

WILLIAMS-SONOMA INC., POTTERY BARN | 2007 – 2010  
Self-managed, graphic designer for Special Projects dept. Provided design support for internal clients (Marketing, PR, Business Sales) for Pottery Barn, Pottery Barn Kids and Pottery Barn Teen. Developed creative solutions within brand guidelines, orchestrating all phases of design from concept to color critical press checks. Projects included print ads, gift cards, posters, press packets, brochures, direct mail, retail signage, POP, newsletters and monograms for textiles. Worked closely with high level executives on presentation materials such as Powerpoint presentations, visual aids and creating infographics.

### GRAPHIC DESIGNER

PAPYRUS | 2005 – 2007

Designed invitations, motifs, and monograms for Custom Printing dept. Concepted stationery designs based on color trends for each season. Collaborated with Marketing Director to design retail signage, ads and calendars. Completed production of custom stationery ecom orders with quick turnaround times. Improved efficiencies and reduced costs associated with online orders.

## EDUCATION

SAN FRANCISCO STATE UNIVERSITY | 2003

Bachelor of Science: Industrial Technology emphasis in Graphic Communication. Cum Laude GPA 3.63