

Holly Phipps

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EXPERIENCE

Freelance Visual Design, UX Design, Web Design

April 2023 - Present

- Collaborated with clients to understand their business objectives and user needs, translating them into intuitive and effective branding and UX solutions for websites, digital products, promotional material and assets, resulting in 100% client satisfaction.

Designer @ unlearn.

September 2021 - August 2022

- Optimized clarity, organization, storytelling, and visual aesthetics of e-commerce website, resulting in decreased bounce rates by 42%, and increased sales by 29%.
- Collaborated closely with a cross-functional team across 3 departments to align design initiatives with the company's overarching vision and goals.
- Developed a brand strategy and guide to modernize the established brand and better reflect the company's purpose to the desired target audience.
- Expertly designed print & digital promotional material, newsletters, slideshows, advertisements and more.

Graphic Designer @ Conestoga Students Inc.

January - April 2021

- Created optimized social media designs that effectively communicated event details, promotions, and key messages to specific target audiences.

UI Design Intern @ Flipd

May - December 2020

- Implemented a UI design system using Figma, enabling streamlined development of new user experiences and maintaining consistent brand identity across all touchpoints.
- Improved collaboration and visual communication between UX design and development teams, resulting in a 15% reduction in project turnaround time.

PROFILE

Visual and UX designer with 3 years experience. Proficient in Figma and the Adobe Suite, skilled in solving complex design problems, and passionate about creating captivating designs.

SKILLS

Design

- Branding & Strategy
- Packaging
- Illustration
- Social Media
- Information Design
- Visual and Written Communication
- User Research
- Wireframing
- Usability Testing
- UI Design

Technical

- Adobe Suite
- Figma
- Miro
- Basic HTML, CSS, & JavaScript

EDUCATION

Interaction Design

Sept. 2022 - Apr. 2023

Bachelor of Design

Sept. 2017 - Aug. 2021