Holly Diehl
A People-Driven Designer

EXPERIENCE

Student Graphic Designer
Cedarville University
Aug 2019 – Mar 2020

- Used teamwork to develop cohesive graphics within branding guidelines
- Communicated directly with clients
- Followed projects through from ideation to production on tight deadlines
- Collaborated with print shop and signed off on print proofs

Visual Designer Intern
DAYVision Advertising
Jun 2019 – Aug 2019

- Created wire-frames and site maps
- Wrote content for the company blog
- Conducted and lead on ethnographic research for environmental design
- Developed online and social media ads

Front-End Customer Service
Wegmans Food Markets
Jul 2015 – Present

- Demoed healthy cooking techniques
- Educated customers on new products
- Reveived many employee/customer recognitions for excellent customer service
- Adapted quickly during COVID-19 to assist various needs in a variety of departments

Peer Academic Tutor
Cove Academic Enrichment Center
Jan 2020 – Present

- Tutored students to achieve their best in the Adobe Programs, Art History courses, and Web Design Programs (HTML, CSS, Sketch, InVision, and Figma)
- Led tutor sessions in person (and digitally during COVID-19)

EDUCATION

Cedarville University
Aug 2017 – Nov 2020

B.A. Visual Communication Design
Graphic Design Concentration

Minors in Interactive Web Design, Studio Art, Biblical Studies

CUM GPA: 3.85
MAJOR GPA: 3.94

PROFICIENCIES

INDUSTRY SKILLS
Adobe After Effects
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Solidworks
HTML & CSS
Sketch
InVision
Figma
BaseCamp
Teamwork
Slack
USPS Standards
Content Creation

SOFT SKILLS
Customer Service
Problem Solving
Time Management

LEARNING
Java Script
Information Architecture
User Experience Design
SEO
Responsive Design

INTERESTS

Data Visualization
Baking Breads
Thrift Shopping
Ethnographic Research
Exploring Art Museums
VR/AR
Taking Pluralsight Courses

REFERENCES

Available upon request.

CONTACT

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PORTFOLIO

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