

# Holden Hardcastle

San Francisco, CA | 415.846.2697 | holden@holdenhardcastle.com  
holdenhardcastle.com

**I aspire to create beautiful, exciting, and positive experiences  
by working with inspired and driven people.**

## Experience

**Williams Lea Tag** (2016-Present)—Act as brand steward ensuring consistency across channels, mediums, and campaigns. Create and present strategy and concepts to Union Bank senior executives and decision makers: direct designers, production artists, copywriters, and other specialists to create effective advertising materials for print, packaging, digital, ATM signage, and TV campaigns.

**Advanced Energy Economy** (2013-2016)—Developed brand guidelines and directed creative work, including printed collateral, websites, and email campaigns. Played an essential role in the marketing, communications, and digital departments to maximize the talents of copywriters, web developers, initiative leads, and other creatives.

**Chronicle Books** (2010-2013)—Collaborated with authors, editors, designers, content creators at Sony, HBO, and Lucasfilm, and distributors at Apple and Amazon to create award-winning ebooks and applications for various mobile devices, tablets, and ebook readers. Formulated best practices and strategies for the creation and distribution of ebooks to online retailers.

**TRX - Fitness Anywhere** (2007-2010)—Responsible for hiring and managing the video production team and developing best practices for content creation and distribution. Designed user experiences and interactions across online communities, landing pages, and large scale campaigns with designers and marketing managers.

## Education

**Griffith Film School** (2008)

Master of Arts—Media Production with Honours

**Old Dominion University** (1999)

Bachelor of Fine Arts—Graphic Design, Cum Laude

## Knowledge

Creative direction, user experience and interface design (UX/UI), branding, Adobe Creative Suite and Microsoft Office, front-end web development (HTML, CSS, and JavaScript), and print production process

## Awards

American Graphic Design Awards 2015,

Annual + Corporate Reports; *Infographics*

PubWest Book Design Awards 2012, *Enhanced e-Book, Silver Award*

41st Annual Bookbuilders West Book Show 2012, *Certificate of Excellence*

Publishing Innovation Awards 2012, *Quality, Excellence, Design (QED)*

The 48 Hour Film Project 2009, *Best Acting Ensemble*

Griffith Film School Award,

*Individual Excellence and Highly Commended Editing*