

## Holden Hardcastle

San Francisco, CA 94121

m. 415.846.2697

holden@holdenhardcastle.com

<http://holdenhardcastle.com>

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

### Experience

#### **Williams Lea Tag** (2016-Present)

Create and present strategy concepts to clients and senior executives. Direct designers, production artist, copywriters, and other specialists to create effective advertising materials for multi-channel (print, packaging, digital, and TV) campaigns.

#### **Advanced Energy Economy** (2013-2016)

Developed design 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, and outside vendors 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)

Worked with various teams to develop best practices for content creation and distribution, user interaction and experience for online communities, landing pages, and large scale campaigns with the assistance of other designers and marketing managers.

#### **REO Company** (2002-2005)

Led photographers, printers, and other vendors to design a consistent online and marketing presence.

#### **Four Eleven Productions** (freelance) (2001-2005)

Created logos, websites, videos, and various digital assets to support local and national campaigns for San Francisco based artists, non-profits, and startups.

#### **CBS MarketWatch** (1999-2001)

Collaborated with news, and marketing teams to create online and printed materials.

### 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 & Skills

Adobe Creative Suite and Microsoft Office

Front-end web development (HTML, CSS, and JavaScript)

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*