

Holly Lesmeister

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[Online Graphic Design Portfolio](#)

[Writing Sample 1](#), [Writing Sample 2](#)

Education

University of Minnesota - Twin Cities — Jan 2020 - May 2022

Bachelors of Science Technical Writing and Communications, Information Technology and Design

GPA 3.8, CLA Dean's List: Fall 2020, Spring 2021

The Art Institute International Minnesota - Twin Cities — Jan 2003 - May 2005

Associate of Science Graphic Design, GPA 3.8

Experience

Project Design and Development, U of M — Coursework, Jan 2021 - Present

- Worked with four others on a communication crisis manual, crisis infographic and brochure, and a social media campaign that showcased collaborative writing and teamwork.
- Learned Agile and Design Thinking project management methodologies on four different writing-intensive, business-oriented projects.
- Maintained a leadership role throughout all four projects of the semester.
- Utilized Zoom to its fullest with teammates, throughout the semester, to create a highly-successful collaborative work environment.

Technical and Professional Writing, U of M — Coursework, Jan 2021 - Present

- Collaborated with four other students to create user instructions, procedures and protocols, written in a highly technical, concise style, that included graphics and warning messages throughout the documentation.
- Created a proposal, formal recommendation report, and presentation to endorse a new product for 3M.
- Learned to use rhetorical ethos, logos and pathos through various document genres effectively to present ideas and persuade key gatekeepers.

Bantam Business Services, Twin Cities, Graphic & Web Designer/Marketing Coordinator Sept 2005 - Present

- Partnered with 20-plus small businesses to create and enhance their branding and marketing materials.
- Found solutions to clients with small marketing budgets through modern, effective graphics, and simple yet functional websites.
- Built a strong online presence for clients with search engine optimization techniques and proven results.

Skills

User Interface (UI), User Experience (UX), Branding/ Marketing, Skilled in Logo Design, Graphic Design, Print Materials, Wordpress Websites, Adobe Creative Suite: Photoshop, Illustrator, Indesign, Lightroom, Microsoft Word, Excel, PowerPoint, and Publisher, Proficient with both Mac and Windows OS, Advanced Zoom/Skype