

MikeHolloway.com

by Mike Holloway

Short Pitch

MikeHolloway.com will showcase design, illustration, and marketing works of Mike Holloway.

Long Pitch

MikeHolloway.com will showcase design, illustration, and marketing works of Mike Holloway, focusing on the creative visual elements he's made, such as flyers and logo design, with the added addition of the website itself being a portfolio piece. The site will serve as a digital portfolio for Mike with an easy way for clients to view his résumé and bio as well as contact him directly.

Personas



Potential employer: companies who have Mike's résumé will have the link straight away.



Potential freelance client: someone who has been contacted by Mike online to do freelance design work.



Peer in college/field: contemporaries can see a full view of the design work Mike has done and compare.

Comparibles

- **www.madelinroseurgy.com:** MSU graduate with design experience.
- **www.andi-tonis.squarespace.com:** MSU senior working in design and advertising field.
- **www.kaitlynfilipp.com:** MSU graduate working in marketing.