

Ian Holaday

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VISUAL DESIGNER AND CREATIVE DIRECTOR

Visual Design | UX/UI | Multimedia Production

Building impactful creative solutions that have generated millions of ad impressions and grown revenue up to 1300%+ for a single client. Hands-on producer of multimedia content with 10+ years implementing high impact visual aesthetics and in-depth content strategy, building marketing foundations on which businesses flourish.

CORE COMPETENCIES

Conceptual Design | Graphic Design | Digital Design | Illustration | Video Production | Audio & Video Editing
Motion Graphics | 2D & 3D Animation | Web Development | Storyboarding | Brand Strategy | Photo Retouching
Print Advertising | Directing | Strategic Planning | Project Management | Campaign Development

WORK EXPERIENCE

Advanced Marketing Strategies

Visual Designer & Creative Director

MAY 2020 – PRESENT

San Diego, CA

- Led graphic designers and vendors in developing captivating multimedia that engaged vast audiences and drives results like **increasing automotive sales 13% during pandemic shutdown**
- Concepted and developed an integrated, targeted marketing campaign across television, radio, social media, digital advertising, emails, and landing pages that **increased car trade-ins by 300%**
- Optimized workflow increasing efficiency approximately 40% by transitioning the agency to a completely online digital format that also enabled remote out-of-office projects
- Built an internal recording studio and produced educational marketing podcast with 40+ episodes and thousands of regular listeners that has attracted new client leads and sparked rewarding relationships

Ian Holaday Arts (Freelance)

Creative Producer and Media Artist

JAN 2011 – PRESENT

San Diego, CA

- Empowered clients with full-service branding and content development, capturing and advertising products and services, and utilizing analytical research; **increased customer base 300% for service client**
- Redeveloped company branding and website with web videos and custom images while maximizing SEO leading to a **1000% increase in website traffic** and a vast difference in client lead generation
- Established online branding and product sales presence incorporating full website development, photography and design working in tandem with Amazon FBA which **increased sales by 1310%**
- Wrote, directed, shot, and edited supportive product advertising for healthcare company used in trade shows, websites, and clinic video screens, resulting in **13% increase in sales** from previous quarter

Advanced Marketing Strategies

Multimedia Designer

FEB 2015 – MAY 2020

San Diego, CA

- Conceptualized engaging visual brand development and marketing materials for hundreds of ad campaigns with short timelines on a team of designers, **increasing market reach by 20% over 4 months**
- Produced high-yield advertisements for streaming video as the in-house video editor and animation expert which have generated hundreds of millions of ad impressions, contributing to client sales goals
- Edited and animated hundreds of television commercials under tight deadlines achieving **over 200 million TV impressions in a single year**

- Shot, animated, and designed social content, expanding on campaigns, and connecting with targeted audiences, resulting in **over 300,000 yearly engagements and tens of millions of annual impressions**

Scantech Graphics

JUN 2012 – APR 2014

Graphic Designer / Print Specialist / Marketing Coordinator

San Diego, CA

- Spearheaded the development of the company website utilizing custom designed graphics and integrating an ecommerce platform, file upload, and quoting service, **increasing sales acquisitions by 24%**
- Branded company by producing web videos, and designing internal print collateral, POP and displays that solidified the company story and strengthened customer retention, **securing 10+ regular customers**
- Administered daily printer pre-flight operations and file preparation for offset printing while also operating large to small format printers on projects that **brought in tens of thousands of dollars**
- Initiated the renovation of workplace and lobby for an enhanced customer sales experience which better showcased products and created customer longevity, **solidifying \$50,000+ budget projects**

EDUCATION

University of California San Diego

MAR 2009 – JUN 2011

Bachelor of Arts: Visual Arts | Film & Video

Magna Cum Laude

San Diego Mesa College

FEB 2006 – JUN 2008

Two-year Transfer Program

Art Studies: Honors

TRAINING

Studio 2nd Street / Rev Art Academy

FEB 2009 – MAY 2013

Digital & Traditional Art Studies

PROFESSIONAL SKILLS

User Experience and Interface: Interviewing, Research, Usability Testing, Presenting, Prototyping, Design Sprints, Iteration

Web Development: HTML5, CSS, and WordPress

Digital and Print Design: Layout, Typography, Illustration, Photo Editing

SOFTWARE KNOWLEDGE

Design and Layout: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom | PowerPoint

UI / UX Design: Adobe XD | Figma

Editing and Animation: Adobe Premiere Pro, Adobe After Effects, Adobe Audition | Blender | Cinema 4D

Office Operations: Windows 7-10 PC | MAC OS X | Microsoft Office 365, Word, Excel, Teams | Zoom | Slack | Asana | Notion

Email Marketing: Mailchimp, Zoho CRM, ActOn