Jasmine Holloway

Graphic Designer II | Graphic Designer

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PROFESSIONAL SUMMARY

In-house graphic designer with six years creating brand, campaign and product marketing work for consumer brands. Turns briefs into clear concepts, keeps large asset sets consistent with brand guidelines, and manages print vendors from proof to press check. Comfortable with motion basics and with building templates that let marketing teams self-serve.

PROFESSIONAL EXPERIENCE

Graphic Designer II *May 2022 — Present*

Lone Oak Outdoor Goods · Austin, TX

- Design seasonal campaigns across email, paid social, web banners and in-store signage for an outdoor gear brand sold in 400 retail locations.
- Led the packaging refresh for 35 products, working with the product team and printer on dielines, finishes and press checks to hit the launch date.
- Built a library of editable templates in Figma and Canva that let regional marketers create on-brand flyers without design requests.
- Present concepts to marketing leadership and revise based on feedback, typically delivering approved campaign kits within a two-week sprint.

Graphic Designer *Jun 2020 — Apr 2022*

Pecan Grove Health Network · San Antonio, TX

- Designed patient education brochures, wayfinding signs and event materials for a regional hospital network, following accessibility guidelines for print legibility.
- Produced English and Spanish versions of patient materials with the translation team, keeping layouts consistent across both languages.
- Organized the brand asset library and photo archive, reducing time spent searching for approved logos and images.

EDUCATION

BFA, Graphic Design — Hill Country State University *2020*

SKILLS

Technical: Adobe Creative Cloud, Brand systems, Campaign design, Packaging design, Print production, After Effects basics, Figma, Template design, Presentation design, Typography, Vendor management, Asana

Certifications: Adobe Certified Professional in Graphic Design and Illustration