

Jade Holloway

Graphic Design | Advertising & Branding

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Skills

Brand Development + Design
Social Media Management
Motion Media Design
Illustration
Copywriting
Photo Editing
Screen Printing
Creative Leadership
Project Management
Collaboration
Problem-Solving
Communication
Adaptability

Software

Illustrator
InDesign
Photoshop
After Effects
Premiere Pro
Dreamweaver
Mac OS X
Windows
Microsoft Office
HTML/CSS
Figma
Procreate
Brackets
Canva
Slack
Miro
Jira
Asana
Trello
Mailchimp

Affiliations

Destined For Greatness Outreach Youth Center, Inc.
American Institute of Graphic Arts (AIGA)
AIGA SCAD Atlanta
SCAD Black Student Association (BSA)

Awards

GDUSA Package Design Award 2023
SCAD Achievement Scholarship
SCAD Academic Scholarship
2019 CBC Visual Arts Scholarship
Industrial & Human Interface Design Award
Dean's List (2019–2023)

Education

Savannah College of Art & Design (SCAD)

Atlanta, Georgia
Bachelor of Fine Arts, Graphic Design | Magna Cum Laude
Minor, Advertising & Branding
2023

Experience

Graphic Designer I

Extu, Atlanta, GA
2023 - Present

Work with Extu's creative team to conceptualize and execute Through-Channel-Marketing design projects across various mediums, and ensuring they align with our brand identity and objectives. I design landing pages, animations, and branded materials for various clients as well as the Extu internal team.

Assistant Director of Social Media

Destined For Greatness Outreach Youth Center, Atlanta, GA
2023

Assist in the management of the organization's online presence and community engagement. I strategize, execute, and managed impactful social media content that effectively communicates our mission and programs to a wide audience. I monitor analytics and insights to optimize strategies, measure success, and continually enhance our digital outreach.

Visual Design Contractor

NerdWallet, San Francisco, CA | Remote in Atlanta, GA
2023

Work with NerdWallet's Brand Studio team in creating visually compelling and user-centered designs for a variety of digital platforms. I collaborate closely with cross-functional teams to ideate, design, and execute creative solutions that further NerdWallet's overall brand strategy and company mission.

AIGA SCAD Atlanta Club President

Savannah College of Art & Design | Atlanta, GA
2022–2023

Provided leadership and spearheaded the execution of initiatives that fostered a creative community within the SCAD Atlanta campus. I led a team of dedicated individuals and collaborated with fellow officers to elevate the impact and reach of AIGA at SCAD. I oversaw the planning and execution of events, workshops, speaker series, and collaborated with SCAD Atlanta administration and faculty.

Visual Design Intern

NerdWallet, San Francisco, CA | Remote in Atlanta, GA
2022–2023

Assisted in the development and execution of design concepts, ensuring visual consistency and adherence to brand guidelines across Nerdwallet's digital assets and marketing materials. I collaborated with senior designers and partners to create assets that were aesthetically pleasing, successful, and meaningful.

Graphic Design Intern

Vover Inc., Remote | Atlanta, GA
2021–2022

Adhered to Vover's brand guidelines to design clear and engaging digital materials for their website and social media platforms. Developed and designed social media content, digital and social media flyers for Vover clients, email templates, and landing pages.