

HOLLY MCALISTER

Email: HollyMcAlister.Design@gmail.com

Phone: (619) 701-7677

Portfolio: HollyMcAlisterDesign.com

Senior Graphic Designer with over fifteen years experience developing engaging and innovative digital designs for clients & companies in a broad range of industries. Highly adept at visual strategy, branding, packaging design and pre-press production. Management of the complete design process from conceptualization to delivery. Providing branding guidelines to design teams to conceptualize and execute effective marketing collateral.

CURRENT

SELF-EMPLOYED PACKAGING DESIGNER | BAY AREA, CA | 2010-2020

Clients: San Francisco Bay Coffee, Foxbrim, Shomei Organic Skincare, Door Peninsula Winery, Poffenberger Spirits, The Vine, Philip Marks Chocolates, McIntosh Orchards, Dr. Fedorenko True Organics, Namskara, PlantOrigin, Vintage Candy Co. and more. Award-winning conceptual & packaging design for Mountain Dew, Nescafé, Smirnoff, Doncafé, Nestlé, Captain Morgan, Ciroc and more.

PREVIOUS

STUDIO ARTIST | MEADSDURKET | SAN DIEGO, CA | 2005-2010

Design and production for advertising agency. Clients: Honda, Union Bank of California, General Dynamics, Pick Up Stix, Del Mar Racetrack. Projects included billboards, print ads, web design, logos, packaging, pre-press, brochures, direct mail and catalogs.

GRAPHIC DESIGNER | UPPER DECK | CARLSBAD, CA | 2003-2005

Design and production for large scale retail boosters, side-kick displays, end caps, power wings, counter top displays. Pre-press for high volume of game/sport cards and displays. Digital file composition of personalized trading cards, foil packs, rule books, game mats, POP & color correction.

GRAPHIC DESIGNER | CUTTER & BUCK | SEATTLE, WA | 1998-2003

Design and production support for 7 internal corporate revenue channels: Golf, Tennis, Men, Women, Big & Tall, Retail & Sport. Responsibilities included working with fashion designers to the convey graphic look of each collection. Graphic themes for each collection reflected in point of purchase materials, direct mail, retail signage, marketing materials, logos, website design. Project management, design & production for numerous catalogs

EDUCATION

BACHELOR OF ARTS | METROPOLITAN STATE | DENVER, CO | 1992-1997

Major: Anthropology, Minor in Art

AWARDS

CONCEPTUAL DESIGN | EYEKA INTERNATIONAL PLATFORM

Captain Morgan	1st place – Packaging and serving concept
Smirnoff Ice	1st place – Create the next flavor & label design
Mountain Dew	1st place, 1st place, 2nd place – Create the next flavor & design in 3 unique categories
Ciroc Vodka	2nd place – Create the next flavor & design
Nescafé	2nd place – Create a coffee beverage consumption concept

ADOBE
photoshop
illustrator
indesign

SKILLS
branding
typography
concepting
research
moodboards
trends

INTERESTS
victorian houses
song birds
hot yoga
ghost towns
road trips