

Emma Holder

EDUCATION

BRADLEY UNIVERSITY
BA FINE ARTS, GRAPHIC DESIGN
MAY 2011

SOFTWARE CAPABILITIES

FIGMA
PRINCIPLE
SKETCH
INVISION
ADOBE CREATIVE SUITE

EXPERIENCE

Life House Hotels

DIRECTOR, DIGITAL PRODUCT DESIGN
JUNE 2018 - PRESENT

Design lead for two product teams: Growth and Guest Experience & Operations; collaborate with product managers, front-end, back-end, and iOS developers to design (using Figma) and implement elegant, user-friendly interfaces for a responsive web platform, three additional property websites, and two iOS applications.

Present competitive analysis research and user experience within comprehensive design plans to stakeholders including CEO, Director of Marketing, Creative Director, and product managers.

Oversight of developers to maintain quality assurance; write Jira tickets and guide design shifts as needed.

Template marketing pages for the hotel group and individual properties: highly focused on the home page experience plus coming soon teasers.

Create and regularly review the online booking journey across all properties.

Design unique tablet check-in kiosk that delivers significantly improved user experience versus competition, as confirmed by secret shopper feedback.

Plan and launch internal iOS app for hotel management, which combines the usefulness of multiple products delivered in one utilitarian app.

Design component library system and maintain all design element updates and highly specific guidelines.

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EXPERIENCE

Charming Robot

ART DIRECTOR & VISUAL DESIGNER
AUGUST 2013 - JUNE 2018

Created visual branding and product design for both early-stage startups and established brands. Clients include SheKnows Media, DealCloud, Blade, Tigerbeat, Voto Latino, The Muse, and others.

Designed brand collateral including logo marks, brand guidelines, and art direction for print and digital use; lead implementation of web designs with development teams.

Collaborated with user experience teams to understand user journeys and product flows.

Demonstrated functionality through wireframes in presentations to external client decision-makers.

Solved challenges and created client solutions in the form of polished, high-fidelity user interface designs and prototypes of interactions.

Lee H. Skolnick Architecture + Design Partnership

MARKETING & EXPERIENCE DESIGNER
JUNE 2012 - AUGUST 2013

In-house marketing and digital design for an exhibit, experience, and architecture design firm. Projects included internal and external brand communication, wall graphics, trade show collateral and oh-so-many custom proposal books and presentations.

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