



## Jesse Holt | San Francisco Bay Area | Senior Visual Designer |

**OVERVIEW** A highly creative, and multitalented Senior Visual Designer, with extensive experience in advertising, marketing and design, experiential events, packaging and digital/social. Exceptionally collaborative, and strong interpersonal skills. Able to make creative visions come to life.

**SKILLS** Adobe Creative Suite, Figma, Wordpress, Squarespace

### **EXPERIENCE** 2022-2023 | PureStorage | Sr. Visual Designer | Santa Clara

- Develop brand assets, campaigns, guidelines, ensuring company assets meet compliance
- Create motion graphics for social, website, and animated billboards
- Create website assets all across PureStorage.com
- Re-design of blog, and create blog and social imagery
- Develop themes and graphics for large internal trade and sales conference events, international road-shows, and smaller meet-and-greets
- Create team-building assets such as logos, swag, and internal marketing messaging
- Create infographics and charts for sales, marketing, engineering, and developers

### 2019-2022 | Trace3 (Formerly Groupware Technology) | Graphic Designer | San Jose

- Create branded materials for a wide range of server hardware and software solutions; hybrid cloud servers & solutions, data intelligence, managed services, AI services, executive & security, research solutions & innovation
- Create CRM and collateral for DemandGen and Meeting Maker campaigns
- Create print and digital collateral of company services
- Develop collateral, swag, digital assets to company-wide events and solutions & services targeted events

### 2018-Oct 2019 | Sony Interactive Entertainment | Visual Designer (Contracted) | San Mateo

- Created and produced design materials for Sony PlayStation hardware and software product packaging, consumer services, industry, corporate and campus events & services
- Corporate events included E3, Gamestop Managers Conference, and PSX
- Retail in-store and online materials included GameStop, Walmart and Target
- PlayStation Retail and PlayStation Store included Industry Events, Online and Print Materials
- Product Packaging included: PlayStation VR/Software Bundle Boxes, Packaging Localization, Peripherals Packaging (Controllers, Headsets), Hardware Design Exploration, Software/IP Titles
- Corporate and Campus Events creative and design included Diversity & Inclusion Week, Pride Week, Women In Tech, Black History Month, Software/Game Launches, Japan/US Dev Summit
- Facilitated projects end to end: from concept, design, production and in-situ
- Oversaw company logo and design audits for compliance, increased efficiencies and global standards
- Managed press and print production suppliers to ensure brand continuity and consistency with outputs

### 2016-2018 | Yahoo (Oath) | Visual Designer (Contracted) | Sunnyvale

- Provided art direction and visual production for social and app-specific advertising for Yahoo brands including, but not limited to; Fantasy Sports (Football, Basketball, Baseball, Hockey, Soccer, NASCAR, Golf), Mail, Finance, Search and News and GINSU (Graphical units)
- Created event materials for internal/external in support of Yahoo brands including, but not limited to CES, Oath, TechCrunch, Engadget and Yahoo News, awareness, services, and social outreach and diversity

### 2005-2015 | Havas Worldwide | Sr. Graphic Designer/Production Artist | New York

- Created and developed advertising and production design for client brands, and new business initiatives
- Produced materials for domestic and internationally localized campaigns including: broadcast, print, digital, outdoor, collateral, direct mail, e-mail/online, retail in-store, and experiential
- Special projects designer, creative engineering, and on-site installation
- Designed and produced motion graphics and animations
- Developed and implemented brand style guides, creative toolkits, and typography