

holly elizabeth scull ✨
400 atlantic ave, studio 1
brooklyn, ny 11217
212.920.7489 c
hollyescull@gmail.com

personal statement

I like to create identity through design. Whether for advertorial or editorial purpose, a design should be cohesive and resonate an identity. From a logo, to a promotional piece, to a website, the design should carry a consistent look and feel throughout. The communication exchange that leads to a design is what I enjoy most. I welcome working in different genres and encourage using many different mediums. I take pride in every piece I design and strive to go beyond what is expected.

work experience

Tinne Design - Owner - New York, NY
(November 2006 to present)

Oversee and perform art direction from beginning to end on all projects. Creative process has included web design & redesign, web ads, logo creation & business cards, print ads, music CD design and brochures. Responsible for bringing in new business and maintaining existing client relationships. Work closely with clients on all projects and attend all client meetings.



Max Graphics - Art Director - New York, NY
(May 2000 to November 2006)

Art Director of a monthly and a bi-monthly magazine, their respective websites as well as various custom publishing projects (i.e. posters, pocket folders, pocket guides, magazine inserts, direct mail pieces, websites, and CD covers). Work closely with editorial staff to complete all layout, graphics, spot art and cover art. Work with sales staff to create promotional pieces, client ads, and custom publishing pieces for organizations like Abbott, Baxter, Pfizer, Johns Hopkins and many others. Launched new publication with all designs including logo, templates, style sheets, color palate, and library. Redesigned existing publication and it's corresponding website.

Glasgow, A Division of Happy Kids - Associate Art Director - New York, NY
(May 1998 to May 2000)

Layout artist responsible for design and layout of line sheets, board presentations and mock-ups. Worked with staff artists to create graphics for the following licenses for children's clothing: Scooby-Doo, Rugrats, NFL/NBA/MLB/NHL and many entertainment franchises.

Idaho Mountain Express Publishing - Graphic Designer - Ketchum, ID
(August 1996 to July 1997)

Responsible for layout of sections of a weekly newspaper, a monthly Real Estate Guide and the bi-annual Sun Valley Guide magazine. Designed ads for all publications. Responsible for redesign of the newspaper utilizing templates, style sheets and libraries. Assisted web master with redesign of the company website.

computer skills

Photoshop, Illustrator, QuarkXPress 6.5, Dreamweaver, InDesign
Proficient in pre-flight, collect to printer and pdf to printer

continuing education

Noble Desktop Seminars: Dreamweaver, Illustrator, Photoshop
Society of Publication Designers Seminars
Art Directors Club member

education

Parsons School of Design - New York, NY
Certificate Degree in Graphic Design - May 2000
North Carolina State University - Raleigh, NC
Degree: Bachelor of Arts, cum laude - May 1996
Major: Communication Minor: Graphic Design

volunteer & special interests

Art Directors Club & The School Art League: volunteer with NYC area high school art students
Ceramic pottery, telemark skiing, running

✨ References available upon request. Portfolio samples available at www.tinnedesign.com.