

John Holleman

<http://holleman.design> • john@holleman.design • 404-784-2851 • [linkedin.com/in/johnholleman/](https://www.linkedin.com/in/johnholleman/)

Experienced visual, UX, and brand designer with a demonstrated ability to create beautiful, useful products. Adept at facilitating collaboration, skilled in articulating design rationale and decisions, and comfortable leading through influence. Dedicated craftsman who enjoys making complex things simple.

Lead Designer, University Communications • Stanford University • Palo Alto, CA • 2015 - Present
University Communications coordinates Stanford's public and media relations efforts, and produces the main web pages, social media channels, and central publications.

- Advocated Stanford's visual brand across the University; provided design leadership by collaborating with peers, by presenting at campus events and committees on brand, storytelling, design language and UX, and by co-leading the Creatives and UX communities of practice
- Reduced support requests by 75% and increased brand utilization by initiating and executing the Stanford Identity Toolkit redesign (identity.stanford.edu)
- Partnered with vendor to redesign Stanford University's homepage (www.stanford.edu), expanded and refined their initial work to evolve Stanford's new visual language and design system
- Reduced production time for news stories by 90% by developing new tools to create higher quality rich media story packages for the Stanford News redesign (news.stanford.edu)
- Provided visual design and communications support for University projects, campaigns, and events, including Stanford's 125th Anniversary celebration, the Knight-Hennessy Scholars program, Stanford's President and Provost transition, and President Obama's Cybersecurity Summit

User Experience Design Consultant • Sage Software • Atlanta, GA • 2012 - 2014

SageOne is an online accounting and payroll software product for small businesses.

- Increased app logins by 45% and doubled paid subscription conversion rate (from 2.4% to 5.8%) while having highest open rate (35%) and CTR (4.4%) for Sage globally, by collaborating with Sage One marketing managers on a multivariate user flow trial-to-signup email campaign based on in-application behavior data
- Increased completion rate of free trial signups from 40% to 80% through re-designing layouts and rewriting sales copy based on usability testing of the SageOne sales site

Principal/Product Manager • Fundraising Events Made Easy • Atlanta, GA • 2009 - 2010

Web-based software platform to help non-profits maximize fundraising potential.

- Empowered clients to raise over \$750,000 by providing effective and user-friendly fundraising tools
- Wrote requirements, coordinated subcontractor team, designed and user tested front and back end interfaces

Principal/Creative Director • Innovative InSite • Atlanta, GA • 2005 - 2015

Design and marketing firm serving small-to-mid-sized companies with branding, visual design, web design, and e-commerce.

- Provided creative direction, discovery, information architecture, visual and UX design, front end code, implementation and measurement for 70+ projects across multiple industries
- Organized and coordinated subcontractor teams; trained subcontractors to high proficiency in design tools and front end code

Education

BA, LITERATURE, MEDIA & COMMUNICATION (Summa Cum Laude)

Georgia Institute of Technology • Atlanta, GA