

Holly I. Gay, MA
Web Developer & Graphic Designer

holly.burton83@gmail.com

Professional Experience

2012-Present | Web Developer

Center for Disease Control, Atlanta, GA

Office of Public Health Preparedness and Response (OPHPR)

Working within OPHPR to facilitate and maintain their Internet, Intranet, SharePoint site, Web Content Management System (WCMS), Section 508 training (disability accessibility), and graphic productions

2010-2012 | Web Master

Center for Disease Control, Atlanta, GA

Information Technologies Services Office (ITSO)

Working within ITSO to facilitate and maintain their Intranet, internal quarterly newsletter, and educational programs

2010 | Web & Graphic Designer

Manpower, Oakland, CA

Designed and built websites for the College of Alameda and City of Alameda

2009-2010 | Graphics and Marketing Assistant

Colliers International and Grubb & Ellis, Walnut Creek, CA

Implemented marketing, graphics, and web initiatives

2006-2010 | Graphic Designer and Web Development

Kurt Burton Photography, Castro Valley, CA

Implemented unified branding for the company's print and online identity

2006-2009 | Web Development and Senior Designer

Industrial Design Outreach, San Francisco State University

Developed marketing initiatives and websites using Flash, HTML, CSS, and Web 2.0

Guided 60 university and high school students in experiential interdisciplinary studies

2007 | Graphic Designer

For-Site Foundation, Nevada City, CA

Designed iconography, pallets for color, and layouts for the foundations property map

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Design Firm Expertise

- Nine years in lead role innovating graphics and web designs
- Nine years introducing changes as a marketing coordinator
- Ensuring positive outcomes for customers with different graphic needs
- Program director and project coordinator for industrial design applications, video productions and educational development
- Exhibits a highly creative ability to produce identity, branding, and marketing materials for web applications

Web Expertise

- Nine years researching and applying the latest techniques & technologies to website development
- Developed a series of websites utilizing Flash, HTML, CSS, JavaScript and WCMS technologies
- Redesigned seven client websites-improved navigation, functionality and accessibility
- Designed web pages for larger websites to improve branding at specific retail locations
- Integrated different web based multi-media techniques and social media for Kurt Burton Photography
- Proficient in evaluating and remediating applications and documentation for Section 508 compliance
- Experienced in web site and social media analysis

Visual Design Expertise

- Ten years broadening skills as a visual artist in Northern California and Atlanta, Georgia
- Established iconography, written content, pallets for color, and layouts
- Redesigned newsletters, brochures, letterheads, business cards, and web appearances
- Followed projects from conceptualization through post-production

Marketing Expertise

- Ten years as internal champion for marketing initiatives for a variety of clients
- Produced posters, post cards, HTML e-mails, and press releases targeting specific audiences
- Monitored marketing campaign metrics-improving readership and website use
- Developed better response rates from distributed mass mailing campaigns

Innovation Expertise

- Assisted in the development of inner-city high school visual arts curriculums for the Community Bench Project and the Kite Project
- Consulted on the development of sustainable design curriculums for the SoLed project
- Facilitated community service workshops on How to Create a Duct Tape Wallet

Computer & Project Management Skills

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|-----------------------------|--------------------------|
| • Adobe CC Creative Suite | • Section 508 Compliance |
| • Adobe After Effects | • HTML Design |
| • Adobe Captivate | • CSS Design |
| • Microsoft Office | • JavaScript |
| • Microsoft Project Manager | • WCMS Design |
| • SharePoint | • Mac and PC Platform |

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Education

MA | San Francisco State University, 2009
Department of Design and Industry
Graphic Communications and New Media

BA | Humboldt State University, 2006
Degree: Studio Art and Art Education
Certificate: Museum and Gallery Practices

Awards & Recognitions

- Nominated for the Centers for Disease Control and Prevention (CDC & ATSDR) Excellence in Leadership Award – GS 1-9, 2014
- Recipient of the OPHPR Excellence in Leadership Award – GS 1-9, 2014
- Nominated for the OPHPR Excellence in Information Technology Award, 2014
- OPHPR Excellence in Communication, 2013
- Recipient of Distinguished Graduate Student Award, 2009
- DeYoung Museum *Young at Art Featured Artist*, 2008 and 2009
- Industrial Design Student Association: *Design Bytes*-Featured Columnist, 2008
- SF Chronicle – Front page story on Industrial Design Outreach, 2008
- Feature Artist – San Francisco State Graduate Creative Work Show, 2007 and 2008
- International Council of Societies of Industrial Design, *Connecting '07 Featured Artist*

References

- Provided upon request