

kate|yn holloway

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experience **Flying Cork Media, Pittsburgh, PA**

Senior Web Designer, August 2011-Present

designed and developed mobile-friendly and responsive web sites with content management systems for clients; created CSS3 animations using progressive enhancement so the imagery would appear static in older browsers; created a project management workflow for web design projects; mentored a junior designer; developed best practices for code; provided user interaction and information architecture for clients; designed and developed HTML emails in tables

School of Information Studies, Syracuse, NY

Communications Specialist, May 2010-May 2011

designed and updated marketing materials including banner advertisements, newsletters, brochures, posters, and trade show graphics; managed creation of direct marketing program for undergraduate recruits; managed the creation of an interactive recruitment quiz for the web site aimed at pointing undergraduate recruits to areas of study matching their interests; interviewed faculty, students and community members for press releases; researched faculty news items to post on the web site; updated website with HTML; created PowerPoint presentations for development and recruitment

Syracuse University, Syracuse, NY

Teaching Assistant, GRA 667: Introduction to Graphic Design and IST263: Web Design and Management, July 2009-May 2010

planned and taught tutorials on Adobe Creative Suite; assisted students with HTML/CSS assignments; moderated class blog; recorded grades and attendance; taught students to build web sites for real clients using HTML/CSS and a Wordpress CMS

SIDEARM Sports, Syracuse, NY

Web/Graphic Designer, January 2009-May 2010

designed user-friendly websites, logos, and advertisements for college athletic web sites; prepared CSS files for integration; prepared PSDs for Web site development; edited photos for website headers;

Jerk Magazine, Syracuse, NY

Executive Web Editor, January 2009-May 2010

increased traffic to web presence from approximately 5,000 to 30,000 hits per month using social media, Search Engine Marketing, and advertising; established key performance indicators for SEO strategy; separated the Jerk Magazine and Jerk Blog content identities while keeping same visual brand; created six recurring columns with separate content identities for the website; established work flow system for both web and blog; oversaw and increased the web staff from two to five permanent staff members; updated website using Wordpress content management system and Cyberduck FTP uploader; managed site tracking information, including traffic sources from other blogs and social media networks

education **Syracuse University, Syracuse, NY**

School of Information Studies (iSchool)

M.S. in Information Management, 2010

Special Project: Conducted a user-based study on communication patterns in a neighborhood in the city of Syracuse, focusing on user experience with web-based and traditional media

Special Project: Represented the iSchool at the South by Southwest Interactive Festival in Austin, TX.

Special Project: Participated in the Social Media Futures Charrette, a multi-disciplinary, 36 hour brainstorming session ending with a presentation to the community

S.I. Newhouse School of Public Communications

M.A. in Magazine, Newspaper, and Online Journalism, 2009

Special Project: managed a team of 20+ individuals to create a web presence, including web site, blog and social media for the Online Master's Capstone at <http://mnocapstone.com/untied>

Special Project: business proposal for a fashion-based social network called PhotoFashion, with a user-based system design integrating user uploaded photos and a fashion-based XML tagging system

State University of New York at Geneseo, Geneseo, NY

B.A. in History/American Studies, Cum Laude, 2007

web skills HTML/CSS, HTML5/CSS3, PHP, MySQL, JavaScript, JQuery, Wordpress CMS, Concrete5 CMS, Social Media Marketing, SEO, Google Analytics