



hollyfletcherdesign.com



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440-231-2392

Skills

- Logo
- Branding
- Print
- Packaging
- Social Graphics
- Info-graphics
- Motion
- Photography
- User Experience
- Wire-framing
- User Interface
- Prototyping
- User Research
- Web & App Design
- Banners

Software

- Creative Cloud
- Canva
- Figma
- Wordpress
- Asana
- Clickup
- Salesforce
- Microsoft Office
- AI
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro

Awards

- GD USA Design 2022
- GD USA Packaging 2023
- GD USA Digital Advertising 2023

Holly Fletcher

Graphic Designer

Creative and detail-oriented designer. I excel in translating concepts into engaging visuals that effectively communicate brand messages and create visually compelling designs across various media. Passionate about embracing innovation and new solutions.

Education

Coursera Google

May 2024 — November 2024

User Experience Design Professional Certification

Lake Erie College

August 2018 — May 2023

Bachelor of Fine Arts in Visual Communication and Graphic Design • Minor in Marketing • Cum Laude

Experience

Holly Fletcher Design

Freelance Graphic Designer • Jan 2019 — Present

- Partner with clients to deliver branding, digital, and print solutions from concept to final execution.
- Manage projects independently, ensuring timely delivery and creative alignment.

Cutler Real Estate

Junior Graphic Designer • April 2024 — April 2025

- Designed and produced marketing materials supporting 50+ realtors.
- Contributed to layout, typography, and photography decisions.
- Conducted market research and maintained consistency across brand assets.

Union Home Mortgage

Freelance Graphic Designer • November 2023 — January 2025

- Worked on multi-platform projects to provide advanced expertise to corporate loan officers.
- Assisted in social graphics, lapel pins, and team communication to complete design tasks.

CrossCountry Mortgage

Graphic Design Intern • January 2023 — September 2023

- Generated digital and print creative solutions for CCM and all loan officers.
- Collaborated with marketing team to understand project requirements.
- Ensured brand consistency and maintained project scope and timelines.

Lake Erie College

Graphic Design Intern • January 2022 — April 2023

- Created print and digital materials for events and scholarship programs.
- Produced social media graphics and marketing assets for the Office of Marketing.

Volunteer

AIGA Cleveland

Communications Committee Member March 2023 — July 2025

- Supported design assets for website, social media, and event collateral.
- Plan and schedule marketing content, send email blasts, and capture important moments.