

Personal Particulars

Holden Hardcastle

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Objective and Goals

Aspiring to create beautiful, exciting, and fun experiences by working with inspired and driven people.

Experience

Bleu Marketing Solutions (2016)

Collaborated with clients and project leads to determine opportunities, goals, style, and tone for media campaigns. Communicated a vision and strategy to designers, illustrators, copywriters, and other artists. Approved artwork and delivered client presentations to review and finalize products.

Clients included Dell EMC and Salesforce

Advanced Energy Economy (2013 - 2016)

Responsible for developing guidelines and directing creative work, including print collateral, websites, email campaigns, and related tasks. Work with and play an essential role in the marketing, communications, and digital departments to maximize the talents of copywriters, web developers, initiative leads, and other creatives.

Chronicle Books (2010 - 2013)

Collaborated with authors, editors, designers, and outside vendors to create award-winning ebooks and mobile applications for various mobile devices, tablets and ebook readers. Formulated best practices and strategies for the creation and distribution of ebooks to on-line retailers.

Worked with Apple, Amazon, Sony, Lucas Film, and HBO

TRX - Fitness Anywhere (2007 - 2010)

Worked with various teams to develop best practices for content creation and distribution, user interaction and experience for online communities, various landing pages, and large scale campaigns with the assistance of other designers and marketing managers.

REO Company (2002 - 2005)

Worked with photographers, printers, and other vendors to design a consistent online and marketing presence.

Four Eleven Productions (2001 - 2005)

Created logos, websites, video, and various digital assets to support local and national campaigns for San Francisco based artists, non-profits, and start-ups.

CBS MarketWatch (1999 - 2001)

Collaborated with news and marketing teams to create online and printed materials.

Education

Griffith Film School (2008)

Master of Arts - Media Production with Honours

Old Dominion University (1999)

Bachelor of Fine Arts - Graphic Design, Cum Laude

Knowledge & Skills

Adobe Creative Suite

Front-end web development - HTML5, CSS3 and JavaScript

Print and video production

Awards

American Graphic Design Awards 2015, *Annual + Corporate Reports and Infographics*
PubWest Book Design Awards 2012, *Enhanced e-Book, Silver Award*
41st Annual Bookbuilders West Book Show 2012, *Certificate of Excellence*
Publishing Innovation Awards 2012, *Quality, Excellence, Design (QED)*
The 48 Hour Film Project 2009, *Best Acting Ensemble*
Griffith Film School Award, *Individual Excellence and Highly Commended Editing*