



Holly Redahan

Creative Lead, SF Bay Area

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luckybrainstudio.com

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Skills

Creative Strategy

Visual Storytelling

Customer Experience

Print + Environment Design

Web Design + UX

Illustration + Animation

Photoshop, Illustrator, InDesign

Figma, Sketch, XD

After Effects, Rive, Procreate

Experience

Creative Director + Graphic Designer

Lucky Brain Studio (12/09 - Present)

Freelance and project-based contract work done as a private consultant for creative teams.

- Clients include Robert Half, Udacity, Walmart.com, Tailored Brands, Snoop Dogg, Duncan Toys, National Safety Apparel, Sears, Craftsman, Kenmore, Gibson Guitar, PBS Kids
- Laser-focused on customer experience, visual storytelling, brand identity, and data-driven design decisions that stand out. Leadership, strategy, and design work for print and digital projects and campaigns that span every part of a customer's lifecycle.
- Invented the very first "Shop by Character" ecommerce website for toys.
- Brought on Snoop Dogg as an angel investor for a packaging startup.

Art Director, Brand + Creative

Unbabel (11/22 - 04/23)

Oversaw the brand strategy, vision, and visual identity for a global team of creatives and partners that pushed the needle in a newly-emerging Language Operations industry.

- Centralized team data, project management, graphic assets, tools, and workflows to reduce headaches, eliminate confusion, and empower stakeholders.
- Designed and developed the team's first WCAG accessible design system.
- Design and launched a new homepage and taxonomy that resulted in increased SEO rankings, improved speed performance, and boosted new business.
- Designed and launched a new customer dashboard that allowed users to track translation data

Senior UX Visual Designer, Discover + Learn

Autodesk (04/19 - 11/22)

Worked in a hybrid UX/Visual Design role to drive cohesive customer experiences through holistic, data-driven design systems and brand identity.

- Developed the company's first Human Interface Guidelines and WCAG accessible design system with a small, but mighty team of designers and engineers.
- Lead a 5-year "North Star" vision project that helped form what the digital ecosystem might look like for a customer in the future. This helped drive new features and project roadmaps that directly impacted the customer and boosted CSAT scores
- Lead the digital transformation of Autodesk's massive rebrand, helping consolidate over 90 of Autodesk's products under the umbrella brand while also ensuring design scalability across the full span of the company's digital ecosystem.

Education

BFA, Graphic Design

Watkins College of Art, Design & Film - Nashville, TN