



## Tanner Holford

Art Director &  
Graphic Designer



/tanner.holford

/in/tanner-holford/

holfordt@gmail.com

tannerholford.com

### Education

#### **BFA in Graphic Design, Minor in Communications, 2009**

The College of Saint Rose, Albany, NY

#### **AAS in Fine Arts, 2005**

Hudson Valley Community College, Troy, NY

### Digital Skills

Developing the design process from conception to creation of the final product: Web design, UX design, pre-press production, visual identity, branding, packaging, business systems, brochures, newsletters, editorial, illustrations, book design, and posters. Proficiencies include: InDesign, Photoshop, Illustrator, Xd, Acrobat, Sketch, Audacity, PeopleSoft, Word, PowerPoint, Excel, and a basic understanding of HTML, CSS, and After Effects.

### Professional Experience

#### **Associate Creative Director** | *Eversana Engage/Patient Experience Project, Saratoga Springs, NY — Winter 2016 - Present*

Starting and maintaining a creative department from establishing brands and concepts, to website and asset development. Managing the design side of the business, including programs, image purchasing, server organization, and client requests.

#### **Art Director/Graphic Designer** | *Palio, Inventiv Health, Saratoga Springs, NY — Fall 2010 - Winter 2016*

Managing brand assets, while creating new pieces to keep up with the needs of the client. Concepting for new businesses by coming up with ideas based on the client's criteria.

#### **Graphic/Web Designer** | *The Legislative Gazette, Albany, NY Fall 2009 - Fall 2010*

Laying out the weekly newspaper, ads, and special report inserts. Maintained the newspaper's website with new content.

#### **Freelance Graphic Designer** | *Overit Media, Albany, NY Summer 2009 - Fall 2009*

Worked on projects for several clients including some company rebranding. Developed logos, brochures, posters, and web banners.

#### **Graphic Design Assistant** | *Trans World, Albany, NY Spring 2009*

Worked with the creative team to develop branding standards and guidelines. Created gift cards which were sold at all stores, ideas, and slogans for the company, F.Y.E.

#### **Graphic Design Intern** | *Media Logic, Albany, NY Summer 2008*

Worked on a few projects, including Delta Airlines, MVP Healthcare, and Visa. Participated in creative and strategic meetings.

### Honors and Awards

#### **Heart Award**

*Outstanding performance and integrity at the company*

Patient Experience Project, Saratoga Springs, NY

#### **Graphis Poster Annual 2015 Gold Award**

*Shakespeare in the Park, Macbeth, Top 100 Poster Entries*

Graphis Design Annual, New York, NY

#### **Platinum MARCOM Award and Gold AVA Digital Award 2013**

*Rx Club Show, Ugly Baby campaign*

Rx Club Show, New York, NY

#### **Manny Award 2012**

*Brand Team of the Year award*

Med Ad News Awards, New York, NY

### References

David A. Moore, Creative Director  
Creative Communication Associates  
2 3rd St, Troy, NY 12180  
518.427.6600 info@ccanewyork.com

Curtis Canham, Graphic Designer  
Media Logic  
59 Wolf Rd, Albany, NY  
518.227.1103 curtis@comeseeart.com

Frank Edwards, Creative Director  
Fingerpaint Marketing  
395 Broadway, Saratoga Springs, NY  
518.366.4643 fedwards@fingerpaintmarketing.com