



# HOLLY PETERSON

## GRAPHIC DESIGNER

### SKILLS

Brand Identity & Logo Design  
Data Visualization  
Illustration & Custom Graphics  
Print & Digital Media  
Typography & Layout  
Visual Storytelling

### SOFTWARE

Adobe Creative Suite  
Microsoft Office 365  
Procreate

### THINGS I LOVE

Travel  
Dance  
Kayaking  
Floating the River  
Breakfast Food  
Harry Potter

### CONTACT INFORMATION



406.594.0656



hollypeterson.design@gmail.com



hollypeterson.design

### PROFESSIONAL PROFILE

Hello I am Holly, a passionate designer from the beautiful state of Montana! My mission is to create imaginative, visually compelling designs that tell meaningful stories and foster genuine connections. With a strong foundation in typography, branding, and layout design, I specialize in developing brand identities, engaging marketing materials, and impactful visual content that captivates and inspires.

### EDUCATION

#### Bachelor of Fine Arts in Graphic Design

Montana State University | Bozeman, MT

08/2021 - 05/2025

#### Minor in Art History

Montana State University | Bozeman, MT

08/2021 - 05/2025

### WORK EXPERIENCE

#### Graphic Designer

Montana State University Alumni Foundation | Bozeman, MT

08/2025 - Present

Create and develop visual materials across a range of platforms, including print media, digital content, large-format displays, web, and various marketing collateral. Work with cross-functional teams to support the promotion of philanthropic goals and awareness of the foundation's mission among key audiences like donors, alumni, and friends of MSU.

#### Graphic Designer

Associated Students of Montana State University | Bozeman, MT

08/2023 - 5/2025

Developed logos, posters, and social media graphics for both print and digital advertisements. Collaborated with a lead designer and a team of three graphic designers to execute cohesive marketing campaigns.

#### Graphic Designer and Marketing Student Assistant

Renne Library Montana State University | Bozeman, MT

02/2025 - 5/2025

Designed and executed projects for library outreach, events, and social media engagement. Refined and updated existing design materials to enhance visual consistency and appeal. Provided support to library staff with display setup and various administrative tasks.

### ORGANIZATION INVOLVEMENT

#### Italy School of Art Study Abroad

Spring 2024

#### Graphic Design Guild

07/2023 - 5/2025

##### • Secretary

09/2023 - 5/2025

Attend meetings with a team and help plan events. Recorded meetings and assisted other officers with tasks.

#### Pi Beta Phi MT Alpha Sorority

11/2021 - 5/2025

##### • Director of Membership Selection

12/2023 - 12/2024

Collaborated with a team to plan and execute sorority recruitment for the fall and spring seasons. Led workshops, managed confidential data, and facilitated the membership selection process with attention to detail and organization.