Jerome Hollis

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My Key Qualifications

- Graphic design career across B2B SaaS and agency settings, currently Senior Graphic Designer at **Asana**.
- Led creative development for **8 integrated demand-gen campaigns** spanning landing pages, paid social, display, email, webinars, and sales assets at Asana.
- Raised average paid social and display **click-through rate from 0.62% to 0.88%** across 3 enterprise audience campaigns by iterating on performance data.
- Redesigned webinar and event promotion creative, lifting average registration conversion **from 22% to 27%** across 10 campaigns.
- **Expert-level Adobe Creative Cloud** practice: Figma, Photoshop, Illustrator, InDesign, and After Effects across every role since 2016.
- Art directed motion, illustration, and freelance support for **12 campaign launch packages**, delivered with no missed release dates.
- Built a modular **sales enablement design system** for case studies, one-pagers, pitch decks, and executive presentations, cutting design turnaround by 30%.

Experience

Senior Graphic Designer — Asana

Jun 2023 – Present · 3 yrs 5 mos

- Led creative development for 8 integrated demand generation campaigns spanning landing pages, paid social, display, email, webinars, and sales assets, producing more than 320 final assets over 17 months.
- Redesigned the visual framework for webinar and virtual event promotions, lifting average registration conversion from 22% to 27% across 10 campaigns by simplifying landing page hierarchy and standardizing creative components.
- Built a modular sales enablement design system in InDesign and Google Slides covering case studies, one-pagers, pitch decks, and executive presentations, cutting design turnaround on recurring sales requests by 30%.
- Art directed motion, illustration, and freelance support for 12 major campaign launch packages, delivered with no missed release dates in 2024 and 2025.
- Used campaign performance reporting to iterate on paid social and display creative, raising average click-through rate from 0.62% to 0.88% across 3 enterprise audience campaigns through message and CTA testing on LinkedIn.
- Mentor junior designers and freelancers, and present creative rationale to brand, content, product marketing, and growth leaders to guide feedback and keep campaign visual systems consistent.

Graphic Designer — PagerDuty, a B2B SaaS

Feb 2020 – May 2023 · 3 yrs 3 mos

- Owned launch and demand generation creative for 3 major product campaigns across web, email, paid media, and events, translating campaign briefs into scalable visual systems and delivering 150+ final assets in 2022.
- Designed campaign and brand assets spanning digital ads, landing pages, eBooks, case studies, decks, and event materials, collaborating with marketers, writers, and web teams through design handoff, revisions, and campaign launches.
- Redesigned the quarterly eBook and case study templates used by the content marketing team, cutting average layout production time from 8 hours to 5 hours per asset by building modular text and chart styles with clearer handoff documentation.
- Partnered with the web team on landing page handoff standards, reducing QA revision rounds from 3 to 1 on average across 9 campaign pages with annotated Figma files and HTML and CSS-aware specs.

Visual Designer — **Prophet**, brand and growth strategy consulting firm

Jan 2018 – Jan 2020 · 2 yrs

- Designed presentation, campaign, and brand assets for 6 client engagements in technology and professional services, delivering 70+ final pieces over 2 years under senior creative direction.
- Built reusable slide and infographic components for strategy teams, standardizing charts, icon sets, and page structures; adopted on 4 accounts for weekly client updates and workshop materials.

Production Designer — **Blackboard**, an education technology company providing learning management software

Nov 2016 – Dec 2017 · 1 yr 1 mo

Produced over 90 asset versions across 14 months for digital ads, email graphics, and event collateral, following brand templates and preparing files for web and print in Adobe Creative Cloud.

Education

- **George Mason University** — Bachelor of Fine Arts in Graphic Design · 2012 – 2016

Skills

- **Design Tools:** Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects
- **Marketing & Web:** Webflow, Google Slides, Canva, HubSpot, LinkedIn Campaign Manager, HTML/CSS
- **Creative Capabilities:** Brand Systems, Art Direction, Performance Creative, Landing Page Design, Sales Enablement Design