


SPENCER HOLLADAY

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Digital Design Lead

USA TODAY Network - January 2019 - Present

- Work with product developers to add new features and functionality to digital storytelling frameworks that enhance the reader's experience and offer new ways to tell stories more effectively. This process includes feature conceptualization, prototyping, developer handoff and VQA.
- Created a new Design Studio training curriculum to meet quarterly and yearly goals of increasing designers' involvement in online story projects. Ran weekly training classes that consisted of 20+ designers in each class. After the first year of training, over 30 designers completed online projects, up from 5 in the year before.
- Art directed and designed the EPPY award-winning USA TODAY Network series, "Copy, Paste, Legislate," that found more than 10,000 bills nationwide that were copied almost verbatim from models written by special interest groups. The online story had more than 525,000 page views in the first week.
- Collaborated with USA TODAY Graphics and The Arizona Republic to design, art direct and develop the project "Ahead of the Fire," which is a deep-dive data analysis of wildfire hazards across 760 million acres along the Western coast of America. This project won the "Best Innovation Project on a Website" EPPY Award.

Design Team Leader

USA TODAY Network - November 2011 - January 2019

- Lead the team responsible for transitioning the Design Studio's primary source of communication from Skype/email to Microsoft Teams. Responsible for creating workflows that would enable studio designers to communicate with Gannett's 110 newspapers. Within a month, created, coordinated and instructed 40+ training classes for all 300+ Design Studio employees and 500+ newsroom employees.
- Created and instructed a series of classes for studio designers that focused on a variety of news design topics including graphic design fundamentals, illustration, art direction, and photo editing. The training classes meet the department's yearly goal to offer employees more opportunities for career development.
- Part of the management team responsible for transitioning the daily of design and production from the newsrooms to the Design Studio. The transition included quickly building a relationship with the newsroom and assisting the editors and reporters in switching to a new content management system.
- Redesigned the Cincinnati Enquirer's broadsheet newspaper to create a unique style that better fit its new compact paper size. The redesign focused on creating a news magazine style that introduced bolder visuals and more dynamic alternative story forms. Designed a new logo that was used in both print and online publications.

Art Director

VEGAS INC - January 2011 - September 2011

- Redesigned the weekly newspaper formerly known as InBusiness into the award winning VEGAS INC magazine. The redesign focused on creating a magazine that did not look or feel like other business trade publications, but offered a reading experience that was more in the tone and style of the city of Las Vegas. Responsible for creating a comprehensive style guide that included display typography, section colors and theming, and paragraph styles.

Education

Arizona State University
Design Management - 2009

Chabot College
Mass Communications - 2007

Skills

Project Management
Jira ■ MS Planner ■ Trello

Development
HTML ■ CSS ■ Javascript

Design
Photoshop ■ Illustrator ■ InDesign

Prototyping
Figma ■ XD ■ Sketch