

ABBY HOLLIS

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abbyhollis.com

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN, 2017-2020

- Summa Cum Laude
- BFA Fibers and Minor Design for Sustainability
- Focus in User Research and Human-Centered Design

PUBLICATIONS + APPEARANCES

- **“DESIGNING HUMAN-CENTERED LOGISTICS SYSTEMS,”** The Future of Supply Chain, Dynamo, August 2020
- **“LOGISTICS LACK EMPATHY,”** SCAD Medium, August 2020
- **“THE SUSTAINABLE SPECTRUM,”** SCAD Manor, 2019
- **“STUDENT VOICES ON GLOBAL CITIZENSHIP,”** EF Global Education Symposium, 2018

SKILLS

DESIGN

- Design Research
- Data Visualization
- Human-Centered Design
- Social Innovation
- Curriculum Development
- Design for Sustainability
- Graphic Design
- Web Design

SOFTWARE + LANGUAGES

- Spanish Proficiency
- Adobe Illustrator, Photoshop, InDesign, Premiere, and After Effects
- Rhinoceros 3D + Keyshot
- Basic HTML + CSS
- Figma
- Miro
- Zoom

FOUNDER + DESIGN LEAD

Thread Threads · Fayetteville, AR · Current

- Explored root psychological issues of overconsumption in fashion industry through passive and active research in the field
- Researched behavior change strategies and target consumer segmentations
- Designed value proposition for brands, consumers, and Earth as key stakeholders
- Currently managing marketing and development teams

PROJECT CO-MANAGER + USER RESEARCHER + STORYTELLER

SCADpro Future Logistics Alliance · Spring 2020

- Managed remote communication and collaboration across Google Drive, Miro, Slack, Figma, and Zoom
- Highly active member of ten-person design research team exploring current and future logistics ecosystem
- Led synthesization of research to arrive at key insights
- Led ideation sessions for future logistics design solutions
- Served as liaison between dynamic teams throughout project
- Crafted periodic research presentations and final design pitch for industry-leading partners
- Oversaw creation of project process book

VOLUNTEER EDUCATOR

Loop It Up · Savannah, GA · Winter-Spring 2020

- Supported Loop It Up staff in after school art program in low income school

USER RESEARCHER + DESIGN LEAD

Biomimicry Installation for Tybee Island Marine Science Center · Tybee Island, GA · Fall 2019

- Designed interactive educational installation to promote user empathy for the ecosystem
- Created periodic research presentations and final design pitch for client
- Served as liaison between graphic design, UX, and education teams

PRODUCT DESIGNER + WORKSHOP LEAD

Awamaki · Ollantaytambo, Peru · Summer 2018, 2019

- Created and executed workshops for rural artisans
- Developed cross-cultural visual communication tools to share with artisans
- Served as on-site liaison between design and production teams
- Collaborated with local artisans to develop handbag collection
- Later developed malleable design education kit to empower artisans to participate in global design conversations and contribute to the decolonization of design

PRODUCT + GRAPHIC DESIGN INTERN

JOYN · Rajpur, India · Summer 2019

- Collaborated with local artisans to develop Holiday 2019 handbag and giftables collection
- Created promotional materials - e.g. line sheets, email campaigns, presentations for partners, and photoshoot creative direction