HOLLI SEVERNS

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A proactive and results-driven designer with expertise in brand development, creative leadership, project management, marketing strategy, and cross-functional team collaboration, consistently delivering high-quality designs that meet both business objectives and client needs.

SKILLS

Adobe Creative Suite (Certified), Microsoft Office Suite (Certified), Google Workspace, Digital Design, Print Design, Motion Design, Social Media Marketing, Brand Marketing, Team Leadership, Research, Copywriting

EDUCATION

UNIVERSITY OF TENNESSEE

Knoxville, TN | 2023 - 2027 | Bachelor of Fine Arts (BFA in progress, 2027)

3.86 GPA | 9 activities and societies including AIGA, AMA, Kappa Delta

WORK EXPERIENCE

DESIGN INTERN | University of Tennessee Athletics | Knoxville, TN | 8/2026 - present

- Create original graphics, logos, and visual concepts for Tennessee Athletics teams through 151 Creative.
- Produce creative work across multiple sports and special projects, primarily soccer and swimming & diving.

GRAPHIC DESIGNER | One of a Kind Hospitality | Chicago, IL | 6/2024 - present

- Developed complete brand identities for seven unique restaurants including logos, typography, color systems, and visual standards across print and digital applications.
- Designed menus, websites, signage, flyers, stickers, packaging, banners, and social media graphics using Adobe Illustrator, Photoshop, InDesign, and Lightroom to support in-store and online experiences.
- Collaborated with marketing and restaurant teams to maintain brand consistency, implement brand strategy, adapt creative across platforms, and support consistent messaging across visual identities.

DESIGNER | GrowCo Lab | Knoxville, TN | 2/2025 - present

- Translated clients' goals into clear, creative direction, producing visual solutions including large-format installations, branded templates, and presentation decks with Adobe Creative Suite, Canva, and Figma.
- Supported agency-led branding initiatives by integrating messaging, design, and marketing strategy for service-based businesses in tech, hospitality, corporate services, and fitness.

SOCIAL MEDIA MANAGER | Nicodem Creative, Chicago, IL | 9/2024 - 9/2026

- Planned and executed a consistent social media presence, curating Instagram posts and creating short-form video using trend research, on-brand captions, copywriting, audio, hashtags, and discovery features.
- Drove user engagement through vendor coordination, account interaction, timing strategies, posting cadence, comment management, and story reposting.

PRESIDENT, FOUNDER | AIGA UTK | 1/2025 - present

- Founded and led University of Tennessee's first AIGA collegiate chapter, cultivating design leadership and professional development for students with workshops, events, and strategic industry partnerships.

MARKETING & SOCIAL MEDIA AMBASSADOR | Alani Nu, Prime, Auburn Rodeo, Windsor | 2024 - present

- Promoted fashion, beverage, and music festival brands through campus activations and online content, engaging target audiences with platform-appropriate posts, brand campaigns, and increasing awareness.

UX DESIGN COLLABORATOR | Gravity | 1/2024 - 1/2025

- Led branding and logo design from concept to completion, conducting research and collaborating with the founder to define visual strategy and UX testing for app launch.

VOLUNTEERING

Design Peer Mentor, Girl Scouts of USA, Preventing Child Abuse of America, Chicago Teen Mentors