

Charli Holloway

BRAND DESIGNER • CREATIVE LEAD



[Portfolio](#)



[LinkedIn](#)



charlirenaedesign@gmail.com



(269) 873-1439

Senior Brand & Graphic Designer with 10+ years of experience translating brand strategy and business goals into memorable visual identities, scalable brand systems, and creative campaigns. Combines strategic thinking, visual storytelling, and strong design craft to create cohesive brand experiences across digital and print touchpoints.

CREATIVE SKILLS AND TOOLS

Creative

Brand Design • Visual Identity • Brand Identity • Brand Strategy • Brand Systems • Brand Guidelines • Logo Design • Campaign Design • Visual Storytelling • Creative Concept Development • Graphic Design • Digital Design • Print Design • Marketing Creative • Social Media Design • Presentation Design • Typography • Illustration • Photography • Creative Direction • Concept Development • Design Systems • Cross-Functional Collaboration • Creative Problem-Solving • Brand Consistency • Project Management • Adaptability

Tools

Adobe Illustrator • Photoshop • InDesign • After Effects • Premiere Pro • Acrobat • Firefly • Adobe Express • Figma • Canva • Microsoft Office • Generative AI • AI-Assisted Creative Workflows

EXPERIENCE

Senior Graphic Designer

Michigan Fitness Foundation | March 2020 to present

- Leads creative projects and visual identity development for multiple programs through brand strategy, logo design, and brand guidelines
- Maximizes creative budgets by developing and maintaining strong vendor relationships to support organizational production needs
- Collaborates cross-functionally with internal teams and stakeholders to develop visual solutions for statewide educational materials, training courses, and programs
- Trains internal teams in Adobe Creative Suite and provides creative direction to streamline workflows and maintain brand consistency

Graphic Designer

Michigan Fitness Foundation | November 2014 to March 2020

- Provided creative strategy and design guidance to support best practices across marketing and promotional collateral
- Increased awareness of organizational events and initiatives through campaign design, including flyers, postcards, invitations, brochures, and banners
- Supported visual communications and creative concept development in collaboration with project managers and internal teams
- Enhanced brand recognition through the development of brand guidelines for internal and external use

Founder/Designer

Charli ReNae Design | May 2014 to present

- Collaborates with startup organizations and educational institutions, like Michigan State University, to develop visual identities and annual event collateral
- Helps clients promote their businesses through brand strategy, creative direction, logo design, stationery, marketing collateral, brochures, and reports/booklets
- Develops and refines creative briefs to align brand objectives, project specifications, client vision, and budgets

EXPERIENCE CONTINUED

Photographer/Graphic Designer

Michigan State University (MSU) Recreational Sports and Fitness Services | May 2012 to August 2014

- Photographed intramural sports, programs, and events for social media, digital marketing, and print communications
- Developed promotional posters, fliers, and banners to support campaign initiatives for MSU Recreational Sports
- Promoted athletic opportunities and increased program awareness through student engagement at annual resource fairs

ACHIEVEMENTS & DEVELOPMENT

Awards & Recognition

- MSU Graphic Design BFA Alumni Showcase — People's Choice Award | Apr 2026
- Michigan Fitness Foundation — 10-Year Service Award | Nov 2024
- Michigan Fitness Foundation — 5-Year Service Award | Nov 2019

Leadership & Industry Involvement

- MSU Graphic Design BFA Design Day — Portfolio Reviewer | Apr 2026
- RAW Natural Born Artist — Detroit Premiere Showcase Featured Artist | Jan 2020
- PACE Awards Committee — Design Sponsor, PRSA Central Michigan Chapter | Oct 2016 – 2018
- Member, PRSA Central Michigan Chapter | Oct 2016 – 2018

Professional Development

- Figma for Interface Design | Dec 2025
- Creative Strategy & Productivity | Mar 2023
- Technical Leadership & Communication | Jan 2023
- Design Leadership & Creative Thinking | May 2022
- Effective Communication | Aug 2021

EDUCATION

Michigan State University • Bachelor of Fine Arts • Studio Art