



727-781-6888  
hbird@tampabay.rr.com  
www.hollybird.net

---

## Professional Profile:

---

- Currently: freelance artist and illustrator.
- Years of experience in successful deadline-driven project fulfillment.
- Polished communication skills from extensive background in film, television and art direction in magazine & advertising media.
- Classically-trained graphic designer with twenty years in digital media on Mac, PC & SGI systems with advanced skills and corporate & academic training experience.

---

## Education:

---

**University of Florida, Gainesville, Florida**  
Bachelor of Design in Graphic Design

---

## Selected Work History:

---

- **Dunedin Fine Art Center, Dunedin, Florida**  
**Faculty, January 2006 to December 2007**  
Instructor in traditional and digital drawing and painting media; adult and children's education programs.
- **University of South Florida, St. Petersburg Campus, Florida**  
**Adjunct Instructor - January 2003 to May 2004**  
Adjunct instructor; taught design, layout and prepress plus senior portfolio projects in the upper division BFA/Graphic Design program.
- **International Academy of Design and Technology, Tampa, Florida**  
**Adjunct Instructor - January 1999 to March 2001**  
Instructor in Associate's and Bachelor's degree programs in Page Layout in Quark and Pagemaker; Typography, Photoshop I&II, Drawing and Composition for Animation, and Scripts & Storyboarding.
- **FOX 13 - WTVT, Tampa, Florida**  
**Senior Designer - February 1993 to February 1999**  
Design and art direction of broadcast elements including logos, opens and animation in Softimage/3D, Photoshop and Avid Matador paint and Jaleo compositing systems on SGI and Mac systems. Designed and supervised production of print/digital material for station, including quarterly magazine, web design, billboards, signage, print ads, and t-shirts. Assisted design of vehicle and helicopter graphics and production. Illustration work for print and broadcast. Art direction of still-photo shoots for on-air talent and other station advertising and production. Set design and building. Supervision of art department staff; responsible for maintenance, upgrades and training of Mac systems within the department.
- **Independent Contractor, Design & Illustration, Clearwater, Florida**  
**September 1991 to February 1993. (Additional freelance and feature film work 1989-1990; and additional freelance 1999 to present)**  
Clients included: Proctor & Gamble, Inc.; *Tampa Bay Life* magazine; FOX 13's *Viewer* magazine, Dillard's Department Stores regional advertising; West Advertising, Tampa, Florida; Home Shopping Network, Catalog Division; *Creative Loafing* (now *Weekly Planet*). Marketed own t-shirt and jewelry designs. Clients (1999-2004) included Royal Fireworks Press (children's book publisher), Dunedin Fine Art Center, Gracia Creative, Brandon Construction.
- **Marketing By Design, Tarpon Springs, Florida**  
**Art Director, 1990-1991.**  
Start-up art director various trade magazines. Editorial and ad design; spot illustrations. Successful transition to one of area's first full-digital four-color publishing operations.

- **Tampa Bay Media, Tampa, Florida**  
**Start-up Art Director - Tampa Bay New Homes magazine; designer Tampa Bay Life Magazine.**  
1988-1989. Successful launch of profitable monthly lifestyle magazine. One of first local publications to go full-digital; supervised transition to Macintosh desktop publishing system.

## Feature Films & Television:

---

- **WTVT-FOX13**  
Senior Designer in charge of in-house promotion and sales production storyboarding. 1993-1999
- **Judgment (HBO)**  
Storyboard artist; 1990.
- **Cocoon - The Return (Twentieth Century Fox)**  
Storyboard artist for director Daniel Petrie, Sr.; storyboard artist for unit crew of Industrial Light and Magic, 1988.
- **Superboy Productions (Disney/MGM)**  
Character and costume designs for series episode, "The Alien Solution". 1988.
- **Miles From Home (Cinecom)**  
Storyboard artist for director Gary Sinise, 1987.
- **Long Gone (HBO)**  
Storyboard artist for director Marty Davidson and set scenic artist, 1986.
- **Caddyshack (Orion Studios)**  
Storyboard and sketch artist for director Harold Ramis; 1979.

## Awards & Honors:

---

- Merit Addy, Tampa Bay AdFed 1998, Art Direction, Special Event Material/Card
- Silver Addy, Tampa Bay AdFed 1994, Designer, Television Self-Promotion
- Silver Addy, Pinellas AdFed 1989, Art Direction, Self-Promotion/Magazine
- Silver Addy, Pinellas AdFed 1988, Art Direction, Best External House Magazine
- Silver Addy, Pinellas AdFed 1988, Art Direction, Color Photography, Advertising Graphic Arts
- Micromedia "Mike" Corporate Award, Art Direction, 1988

Nominations for Chesley Awards — Association of Science Fiction & Fantasy Artists:

- 2004 - Contribution to ASFA
- 2003 - Contribution to ASFA
- 2002 - Contribution to ASFA
- 2001 - Contribution to ASFA
- 1993 - Contribution to ASFA
- 1992 - Best Monochrome Work: Unpublished
- 1989 - Best Monochrome Work: Unpublished

## Organizations:

---

- Society of Children's Book Writers and Illustrators (SCBWI)
- Professional Association of Visual Artists, Tampa Bay (PAVA)
- Colored Pencil Society of America (CPSA)