



# Taylor Holland

 Dallas, TX

 901 626 0050

 taylor@pixelhonestudio.com

 tayholland.com

## SUMMARY

Creative and design leader with 9+ years of experience shaping brand campaigns, directing photoshoots, and developing digital and customer-facing brand experiences across ecommerce, retail, healthcare, and enterprise environments. Skilled in leading projects from concept through launch while blending strong visual direction with thoughtful execution across cross-functional teams.

## EXPERTISE

Art Direction  
Campaign Development  
Creative Leadership  
Photoshoot Direction  
Ecommerce Creative  
Visual Identity  
Customer-Facing Digital Design  
Creative Operations  
Cross-Functional Collaboration  
Brand Storytelling  
AI-Assisted Ideation & Workflows  
Styling Direction  
Adobe Creative Suite  
Figma

## EDUCATION

**BFA, Art – Graphic Design**  
University of Memphis



LinkedIn Profile

For full list of career experience, please scan the QR code above.

## EXPERIENCE

### LUCCHESI BOOTMAKER

Dallas, TX

**Associate Director, Brand Design**

01/2025 – Present

**Senior Designer, Brand Creative**

07/2023 – 12/2024

- Lead art direction across 15+ annual campaigns and photoshoots within a high-volume launch environment, including monthly ecommerce shoots and continuous capsule drops across digital, retail, and experiential channels
- Direct photoshoots end-to-end, shaping composition, styling, casting, and on-set creative decisions while maintaining alignment across brand, ecommerce, and marketing initiatives
- Develop campaign concepts and visual direction, leveraging AI-assisted iteration and narrative development to accelerate exploration while staying rooted in brand heritage and craftsmanship
- Collaborated closely with ecommerce, CRO, and digital teams on customer-facing experience decisions and iterative improvements across ecommerce and campaign touchpoints, balancing brand storytelling, usability, and conversion considerations
- Lead cross-functional collaboration across marketing, ecommerce, retail, and external creative partners to execute cohesive customer-facing campaigns and brand experiences
- Designed and implemented structured creative workflow systems in Airtable, including task management, sprint planning, automated notifications, and project tracking to improve visibility, organization, and operational efficiency
- Lead and mentor designers while supporting creative operations and cross-functional collaboration
- Contributed to creative direction across email and SMS campaigns generating \$6M+ in revenue

### MOVORA

St. Augustine, FL

**Marketing Creative Manager**

02/2022 – 07/2023

- Led creative across 5 brands and a global parent company, maintaining consistency across diverse audiences including veterinary and surgical professionals worldwide
- Developed and executed omnichannel campaigns across print, digital, and social
- Owned projects from concept through execution, managing timelines, cross-functional coordination, and external partners
- Mentored designers and partnered with external creatives to elevate output quality

### TERMINIX

Memphis, TN

**Digital & Creative Consultant III**

03/2019 – 02/2022

- Designed communications and digital creative supporting 11,000+ employees across 300+ distributed locations within a large-scale enterprise environment
- Led creative for large-scale events and livestreams, including branding, presentations, and video
- Managed the internal social platform, launching initiatives that improved engagement

### S2N DESIGN

Memphis, TN

**Graphic Designer**

03/2018 – 03/2019

- Designed branding and responsive website experiences for 15+ clients from concept through launch
- Collaborated with creative director and account teams in a fast-paced agency environment
- Managed multiple client accounts while supporting intern development

### ACADIA HEALTHCARE

Franklin, TN

**Jr. Graphic Designer**

06/2016 – 03/2018

- Developed brand identities and campaign assets for new healthcare facilities while supporting brand consistency across 100+ facility brands
- Improved team efficiency by implementing a project workflow system
- Supervised and directed design interns, supporting project execution