

Holly Ferguson

Senior Product Designer

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ABOUT

Seasoned product designer passionate about building & shipping user focused solutions backed by research.

EDUCATION

The University of Oklahoma

BFA Visual Communication '15

SKILLS

Design

UX Wireframing
Enterprise / SaaS Design
Native Mobile Design
Roadmapping Strategy & Workshopping
User Research
Conceptual / Pitch Work
Branding Suites
Digital Illustration
Agile Design Process
Visual QA

Technical

Figma
Adobe Creative Suite
Sketch
Invision
Zeplin
Keynote
Google Suite
Microsoft Office
Human Interface Guidelines
Material Design Guidelines

EXPERIENCE

Senior Product Design Consultant | Bitovi | July '23 - Present **Client: Apple Inc.**

As a senior product design consultant for Apple, I provide UX and UI consulting for complex B2B and internal software initiatives working closely with business stakeholders to identify user needs.

Day to day tasks include:

- UX wireframing
- Requirements Writing
- Feature Prioritization
- Project / Priority Management
- Collaboration with offshore development team
- Prototyping

Product Designer | Eight Bit Studios | Oct '19 - June '23 **Client: MDRT, MiKashBoks, FiveStar, UL**

Worked as a design lead across many projects building experiences for native web applications (iOS & Android) and responsive websites.

Designer, Senior Designer, Art Director | Isobar (Dentsu) | May '19 - Oct '19

Client: Enterprise Car Rental, Alamo Rent-a-Car, National, Tivity Health

Worked cross-functionally with a team of designers on multiple digital transformation projects for large scale responsive websites.

RECOGNITION

Drum Marketing Award **Fligh50 (Tivity Health), Lead Designer**

Recognized for work on the flip50 App winning in the Health category.

Cannes Young Lions Nominee **Isobar US Representative**

Nominated by leadership to represent Isobar US and compete against 14,000 to attend the Cannes Young Lions Academy conference.