

## J. SPENCE HOLMAN

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### WORK

#### **GRAPHIC & WEB DESIGNER** The Baltimore Museum of Art / August 2006–present, Baltimore

> **PRINT** Design and produce print materials for internal and external audiences. Manage project budgets, specs, color correction, and production, and attend press checks. Work includes brochures, maps, flyers, posters, t-shirts, banners, invitations, and stickers, on materials as varied as newsprint, vinyl, fabric, and a wide assortment of paper stocks.

> **WEB** Manage the BMA website, artbma.org. Update the site, design new pages, and refresh banners and images. Co-direct a multi-stage, multi-year process to select and implement an appropriate content management system. Produce e-communications with the Marketing department, including monthly eNews and e-postcards, and monthly educational e-postcards and pdfs. Liaise with the BMA's web consultants, The Berndt Group. Attended Museums and the Web, the largest international conference focusing on museum work online and the industry's use of new technologies, four times.

> **ONLINE** Designed the BMA's social media sites, including YouTube, Flickr and Facebook. Implemented iTunes for the BMA, including editing, formatting, and uploading all content, as well as designing the site. Implemented and designed the BMA's e-commerce site, shopartbma.org, coordinating with the Shop Manager. Collaborated on the development of a mobile tour/resource for the renovated Contemporary Wing. This included design evaluation, music development, video review, image work, and collaboration with CogApp, the site developers.

> **PROJECT MANAGEMENT** Manage relationships with printers, photographers, external designers, and other vendors. Closely oversee all aspects of vendor-dependent projects, focusing on brand consistency, design quality, deadline achievement, appropriate billing, and providing necessary direction and content (images, copy, multimedia) for successful project completion. Lead event, product and portrait photo shoots. Direct photographers to visually define and continually update the representation of the Museum experience. Developed a new approach to BMA Shop photo shoots, resulting in better product representation and higher sales.

> **PEOPLE MANAGEMENT** Supervise the second designer. Provide design feedback, oversee production, maintain quality and visual consistency through ongoing project evaluations.

#### **FREELANCE GRAPHIC DESIGNER** May 1999–present

> Conceptualize and produce design work for a varied client base. Clients include MICA, Station North Arts and Entertainment District, the Johns Hopkins University Press, and the Shriver PeaceWorker Fellows Program.

> Evaluate the client's needs and present a solution that serves the client best, incorporating any feedback. Projects include logos, websites, a billboard, postcards, wedding invitations, and more. Production has included digital and offset printing, letterpress, and hand illustration.

#### **INSTRUCTOR** MICA / Fall 2005, Baltimore

> Co-taught GD NOW, a graduate-level course on contemporary design issues, including branding trends and copyright law. Created curriculum, led discussions, evaluated final projects, coordinated speakers, and assigned readings.

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### **WORK CONTINUED**

**INTERN** David Ashton and Associates / Summer 2005, Baltimore

> Assisted with production and comping for client presentations. Responsible for the design of a new logo and event invitation for a local nonprofit organization.

**TEACHING INTERN** Maryland Institute College of Art / Spring 2004, Baltimore

> Assisted in planning, developing, and teaching the course "Underground Publishing for the Web." Advised students and led critiques.

### **SKILLS**

Adobe Creative Suite, Microsoft Office, Quark Xpress

Audacity, Indexhibit, Komodo Edit

HTML, CSS, print production, letterpress, copywriting,

### **PUBLICATIONS/AWARDS**

**AMERICAN ALLIANCE OF MUSEUMS PUBLICATIONS DESIGN COMPETITION** Honorable Mention in Invitation category, 2013

**GRAPHIC DESIGN: THE NEW BASICS** By Ellen Lupton and Jennifer Cole Phillips, Princeton Architectural Press 2008 / Work featured in "Pattern"

**D.I.Y. DESIGN DECK** Edited by Ellen Lupton and Alissa Faden, Chronicle Books 2007 / Work featured in "Gift Cards"

**D.I.Y. DESIGN IT YOURSELF** Edited by Ellen Lupton, Princeton Architectural Press 2006 / Authored "Envelope" and "Postcard," and co-authored "Business Card"

**PRINT** March/April 2006 / Featured in the article "Contemporary Ornament"

### **SCHOOL**

**MARYLAND INSTITUTE COLLEGE OF ART**  
**MASTER OF FINE ARTS, GRAPHIC DESIGN**  
Awarded May 2006

**VASSAR COLLEGE**  
**BACHELOR OF ARTS, STUDIO ART**  
Art Departmental Honors / Awarded May 1999