

HOLLY MARIE GIBBS

LEAD PRODUCT DESIGNER

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EDUCATION

University of Florida

Bachelor of Science in Journalism
2003 - 2008
Minor in Education
Focus in magazine design and management,
computer science

Coral Shores High School

High school diploma
1999 - 2003

TRAINING

LUMA Institute Fundamentals of Innovation through Human-Centered Design workshop

February 2018

A two-day Fundamentals workshop on the LUMA System of Innovation — a flexible framework for practicing Human-Centered Design. The workshop provides teams with a repeatable way to innovate, help participants get more out of direct customer research, measure the impacts of development work for products, services and processes, promote productive interdisciplinary collaboration, and offer creative alternatives to traditional brainstorming.

Stanford Continuing Studies: Leadership for Collaborative Success

April - May 2018

This course facilitated discussions, exercises and exploration of collaborative leadership, providing fundamental tools and concepts needed to execute business strategy. It focused on making critical decisions in order to prioritize actions, to manage stakeholders, leverage network connections, and to align teams for success. The course covered how to build trust and deal with conflict, as well as preventing and resolving people problems that block collaboration.

SKILLS

Wireframing, user flows & prototyping
User research
Validation & usability testing
Growth design
Project management
Workshop facilitation
Content creation & management
Design systems
User experience & interface design
Mobile application & web design
Graphic design & print production

EXPERIENCE

Google

Lead UX Designer, Data Works
January 2020 - present

I lead a team of UX designers across a suite of products that enable Googlers to manage, share and find data across many product areas and functions. I work in partnership with a product lead and UX researcher to identify opportunities for partnership, define yearly and quarterly goals, build out product roadmaps, and execute UX work throughout the year. I split my time between doing high-level, strategic work and designing at an individual contributor level.

In addition to my primary role, I'm also on the leads team for NYUX. Our team plans, coordinates and hosts community and outreach events and projects for UX Googlers in the NYC office.

I also spend 20% of my time working with Jigsaw, a unit within Google that forecasts and confronts emerging technology threats, creating future-defining research and technology to keep our world safer.

SurveyMonkey

Senior Product Designer,
Concept Testing
March 2019 - December 2019

I worked with an internal team of PMs, engineers and one other designer to build a new product that lives on the core SurveyMonkey platform experience. The product experience launched in Q2 of 2020.

SurveyMonkey

Senior Product Designer,
Personalization, User,
International & Growth
January 2018 - March 2019

I worked with my product teams to translate business goals and user needs into experiences that felt relatable and delightful to our customers. I worked with the UX Research team to conduct testing, I facilitated workshops for cross-functional teams, designed and wrote specifications for interactions, experiences and research studies, performed product analyses, and helped to define our product roadmap with the end-user in mind.

SurveyMonkey

Lead Product Designer, Wufoo
April 2017 - January 2018

I designed, researched and tested experiences for SurveyMonkey's portfolio product Wufoo. I created user flows and interfaces that helped my product team reach business goals while serving to equip the end-user with the tools they needed to create forms and collect data from their customers. I also worked closely with the Design Systems team on building, testing and executing our internal design system. I helped to build an internal browser-based design tool where UX designers use React.js components in order to prototype experiences for the SurveyMonkey product.

UF Health

Senior Web Designer
March 2016 - March 2017

I designed and coded sites and WordPress templates for hospitals, physician practices, colleges, centers, institutes, programs and services across the UF Health network. My focus was on designing flexible, robust systems that work for a large community of users with many specific needs. I also designed and built the network's intranet, ufhealth.org and many other sites within the organization.

Mobiquity, Inc.

Visual Designer
March 2014 - March 2016

I designed mobile apps and websites — both consumer-facing and for employees of some of the largest companies in the world. My focus was on designing within client constraints, platform standards and specifications based on wireframes, iterating designs for approval, and preparing assets for the developers as well as providing visual QA while apps were in the build process.

Past clients include: Johnson & Johnson, CVS, Reebok, Weight Watchers, The Weather Channel

Smart Media Creative

Visual Designer
October 2012 - March 2014 (acquired)

I did web design and front-end development, including UI and visual design. I also did branding and logo work, as well as print design for clients. We worked mostly with media and journalism organizations, startups and nonprofits until our small shop of three was acquired by Mobiquity in March of 2014.

Holbrook Travel, Inc.

Creative Director & Marketing
Coordinator
November 2010 - October 2012

I was hired at Holbrook as Creative Director and soon moved into the Marketing Coordinator position, as well. I led a complete website overhaul, created an e-mail marketing and social networking strategy, a company blog, and started and managed an internship program. I managed both our marketing and design teams. I also directed the marketing strategy and oversaw all internal creative projects.

Atlantic Publishing Group, Inc.

Assistant Art Director
March 2009 - May 2010

I designed, copy edited and prepared books for press, as well as managed staff and freelance designers, which included hiring, assigning and overseeing projects and providing feedback on their work. I also did a variety of in-house design work, including designing marketing and print collateral, promotional pieces, and website design for this independent, nonfiction book publisher.

The Florida Engineer

Lead Graphic Designer & Creative
Director
May 2008 - October 2008

I served as creative director for the University of Florida's College of Engineering Alumni magazine and Office of Marketing & Communications. I helped develop editorial content, led and directed a magazine redesign as well as all photo shoots, edited and wrote copy, headed marketing campaigns and designed collateral for the department.