

# HOLLI HAMBY

## UX/UI Designer

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hollihamby.com  
(770) 862-6822

### PROFESSIONAL PROFILE

Creative media and design expert with 15+ years of experience in marketing and digital content management. Exceptional collaborator with strong interpersonal skills. Dynamic team player with excellent written and verbal communication abilities. Passionate and inventive creator of innovative marketing strategies and campaigns. Thrives in deadline-driven environments.

### EDUCATION

**GA Tech Professional Education**  
*UX/UI Bootcamp*  
2022-2023

**Clayton College & State University**  
*B.A. Business Management*  
2003

### EXPERIENCE

**COOPER LIGHTING SOLUTIONS | Peachtree City, GA | Nov 2020 - Present**  
*Web Content Manager*

Experienced web designer proficient in AEM 6.5, delivering exceptional customer experiences. Collaborates with stakeholders for brand alignment, navigation, and market-specific needs. Manages tagging, design, content, and sourcing. Supports website tools, user feedback, and brand consistency. Implements SEO improvements and facilitates creative asset syndication. Active in sprint reviews, UAT, and AEM testing.

### SKILLS

User Centered Design  
User Research  
Information Architecture  
Interactive Prototyping  
Wireframing  
User Testing  
Project Management  
Agile Methodology  
Branding & Logo Design

**COOPER LIGHTING SOLUTIONS | Peachtree City, GA | Nov 2019 - Nov 2020**  
*Digital Experience Designer*

Experienced design and web content manager specializing in the front-facing website. Collaborates with teams to develop, format, and post content using AEM 6.4. Leads cross-functional collaboration on business requirements, brand alignment, and taxonomy. Manages data tagging, documentation, and feedback systems for streamlined operations.

### TOOLS

Figma  
InVision  
Adobe Creative Suite  
HTML  
CSS  
Miro  
Adobe XD  
Google Drive  
Microsoft Office Suite  
Zoom  
Teams

**HOLLI HAMBY PHOTOGRAPHY & DESIGN | Newnan, GA | Oct 2013 - Present**  
*Owner*

Design expert, web manager, and photographer who specializes in people and products. Creator of thoughtful and strategic solutions clients love.

**LEGACY CHRISTIAN CHURCH | Senoia, GA | Mar 2013 - Mar 2018**  
*Media & Communications Director*

Led church communications strategy, ensuring consistent brand culture. Managed website, app, and social media with SEO optimization, driving significant growth. Collaborated with ministries for innovative promotion. Created impactful graphics and managed digital communications.

**ENERGY SYSTEMS GROUP | Atlanta, GA | Nov 2003 - Mar 2013**  
*Office Manager/Business Development Support*

Supported multi-million dollar energy service contracts in K-12, university, renewable energy, and government markets for the ESCO. Managed content creation for sales contracts and proposals. Designed marketing collateral and provided regional website assistance.