

# PHILIP HOLM

PHILIPHOLM.COM

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## DIGITAL CREATIVE LEAD

Professional designer and Senior Creative Lead at the Associated Press. I love creating editorial products and engaging content designs that are among the best in the industry. A proven leader capable of executing complex large-scale projects, I thrive in collaborative, cross functional team environments. I design and maintain the style standards for digital and visual news content at AP. Nineteen years of consecutive experience in roles of progressive responsibility.

### AREAS OF EXPERTISE

- Digital Storytelling
  - Content Design
  - Art Direction
  - Editorial Judgement
  - Design Standardization
  - Graphics Production
  - Quality Assurance
  - Cross-functional Collaboration
  - Project Management
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## PROFESSIONAL EXPERIENCE

### THE ASSOCIATED PRESS, NY

2002 – PRESENT

#### SENIOR CREATIVE LEAD, DIGITAL NEWS (2016 – PRESENT)

- Manage and create powerful visual content for AP News and AP Newsroom which drives story narratives, increases reader engagement, readership and revenue.
- Creator and editor of the AP Visual Style Guide.
- Member of the AP 1848 Election Team. Responsible for reimagining the election product and its delivery within the company and external clients.
- Implemented partnerships which have streamlined the creative process for graphics production.
- Identify creative opportunities and innovative digital storytelling techniques.
- Execute the production of creative content for spot, investigative and enterprise news.

#### ASSIGNMENT EDITOR & VISUAL PRODUCER, INTERACTIVE (2007 – 2016)

- Managed resources and assignments for the Interactive team in order to
- Produced daily graphics and interactive news content for clients and mobile platforms.
- Grew the AP Graphics Twitter account and promoted visual content across the platform.
- Served as a mapping solution lead and resolved crisis event mapping initiatives.
- Managed client and reader deliverables of interactive and print products.
- Performed user interaction analysis, user engagement testing and quality assurance checks.

#### GRAPHICS ASSISTANT (2002 – 2007)

- Managed content distribution across client-facing websites.
  - Interfaced with clients and ensured that product issues were promptly resolved.
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## EDUCATION

**Bachelor of Arts**, Media Studies, State University of New York at Buffalo, Buffalo, NY

## AWARDS & RECOGNITION

2016 Sigma Delta Chi award winner: Specialized News Site – Divided America  
2012 Pulitzer Prize team finalist: National Reporting, Aging Nuclear project  
Scripps Howard Foundation award winner for breaking news coverage: Fort Hood shootings

## TECHNICAL PROFICIENCY

Adobe Creative Suite, Adobe XD, ArcGIS, Datawrapper, Office 365 suite, Google suite, HTML, CSS, Social Flow, Slack