HOLLIE TANNER

CERTIFIED LEADER IN USER EXPERIENCE 8 PRODUCT DESIGN

Chevy 'Find New Roads' Campaign

North American International Auto Show, Other Various Events

For the Chevy Find New Roads campaign at the 2014 North American International Auto Show, I developed graphics for a variety of interactive displays, iPads, and large screens, enhancing the customer experience with engaging visuals. In addition, I created social activation content for event engagement experiences including screens, filter overlays, html emails, and printed takaway templates, ensuring all materials aligned with Chevy's brand standards. The project also involved delivering outputs for a wide range of screens, including translations for Arabic and Spanish.



