



MARGOT HOLMSTROM

Contact

mfolms@gmail.com
651-238-9075

Skills

Design tools

- Figma
- InDesign
- Photoshop
- Illustrator
- Lightroom
- Procreate
- Canva

Technical skills

- Digital illustration
- Photography
- Creative presentations
- Microsoft office
- Wordpress (basic)

Soft skills

- End-to-end product design
- User-centered innovation
- Cross-functional collaboration
- Brand strategy
- Agile product development
- UX research
- Content writing
- Digital marketing

Education

Iowa State University

BFA Graphic Design, 2008-2013

- Delta Zeta Sorority

Northwestern Kellogg

Professional Certification in Digital Marketing, 2021-2022

- 97% Final grade
- Completed coursework in Product Strategy

Professional Development

Google UX Design Certificate

- April 2025 - Present

Society of Children's Book Writers & Illustrators

Member, 2024 - Present

- Attended 2025 NYC Conference

Work Experience

Product Designer (2022) & Creative Director (2020)

Leading Edge Fundraising, 2014 - Present

Sole designer at a high-growth (25% YoY) fundraising startup over the past 10 years.

Led visual identity, product innovation, and marketing for a company that raised \$51M in 2024. Spearheaded digital transformation across SaaS platforms, mobile apps, and web experiences, boosting user engagement and revenue. Collaborated cross-functionally with in-house and contract development teams, and stakeholders in agile product development.

Revamped User Experiences

- Overhauled digital savings app with a complete redesign, 2FA login, and native wallet screens, improving usability and security.
- Integrated an Australian fundraising partner, expanding reach.

Engineered Viral Donation Platform

- Created a dynamic Digital Donation Platform, raising \$65K+ in a 1-hour "call-a-thon" with live progress, sound effects, and rankings to boost participant engagement.

Drove Lead Generation & Doubled Web Engagement

- Designed marketing site and splash pages for fundraising platform and savings app, generating over 600 leads in 10 weeks and driving a 103.4% increase in views and a 102% event uptick via organic search.

Streamlined Payment Ecosystems

- Designed seamless payment flows for Apple Pay, PayPal, Google Pay, and credit cards, integrating with ShipStation for smooth product ordering.

Architected Real-Time Reporting

- Created interactive report dashboards, offering live fundraiser stats and financial insights.

Redefined Software UX

- Led redesigns of company software, CRM, and HR Suite, collaborating with stakeholders to resolve pain points and drive projected time savings (currently in development).

Orchestrated Brand Identity

- Led company-wide visual identity, including a secondary youth-focused brand identity and a major 2021 rebranding (name/logo change).
- Directed design across multiple channels—social media, marketing materials, digital platforms, and apps—to create a cohesive, impactful brand experience.

Select Projects

Children's Author & Illustrator

I Love You Too (2024) | www.margotfayebooks.com

- Authored and illustrated a heartfelt children's book evoking tears with pet-inspired storytelling, by self-publishing a premium hardcover that sold 100+ copies and secured 4 retail contracts in 5 months.
- Slashed production costs 75%+ by sourcing printers, earning rave reviews for "unmatched quality".