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## HOLLY KNOTT PROFESSIONAL BIOGRAPHY

**Holly Knott is the sole proprietor and owner of Holly Knott LLC**, based in the Berkshire Mountains in western Massachusetts, specializing in website design and development, and graphic design, for artists, crafters and small businesses. Since 2004, Holly has created over 150 websites, as well as countless logos, business cards, artist gallery opening postcards, magazine ads, brochures, product labels, newsletters, etc. Her business has been entirely word of mouth as she is known throughout the art and quilting community nationwide, and she maintains an excellent level of customer satisfaction, so new and repeat business is constantly referred her way. As a fine artist herself, Holly's connection with fellow artists is strong as she understands their marketing needs and their industry.

**Holly has experience with** software interface design, usability testing, HTML, CSS, PHP, Photoshop, vector graphics, blogs, social media, and especially the WordPress content management system that gives her customers the ability to update the content of their sites themselves, which is a major requirement lately. On occasion, she hires freelance programmers to assist her with more complicated site designs.

Prior to starting Holly Knott LLC, Holly lived in central NJ and was **employed by Educational Testing Service in Princeton, NJ, for 17 years**, holding various positions ranging from usability testing specialist, computer software interface designer, manager, artist, and proofreader/layout artist. Her experience at ETS includes designing computer-based testing software interfaces, and testing them in actual user scenarios - interviewing and observing candidates, obtaining data on their experiences with the software, writing reports and revising software interfaces to better meet the student experience - as well as creating graphics for tests, managing staff, and prior to that, laying out paper and pencil tests.

**Holly is also a published author and fine artist.** Her contemporary quilts have been exhibited nationwide, have won awards, and have been sold through various galleries. She is the co-author of *Quilted Garden Delights* (2008, C&T Publishing) and she has written articles for quilting magazines including *Quilting Arts* who featured her art quilt on the cover issue (Summer 2005). Her work has been included in publications such as *500 Art Quilts* (2010, Lark Books). Holly also designs and sells her quilting patterns online.

While living in upstate NY, **Holly was co-owner of 2 startup artisan's cooperative galleries**, serving on the board of one, and contributing extensively to the development of their new business models, including their financial structures.

She also enjoys photography (even occasionally photographing artwork and businesses for inclusion on their websites), painting, and all things creative.

PORTFOLIO & ADDITIONAL INFORMATION: [www.hollyknott.com](http://www.hollyknott.com)  
*Feel free to contact any customer whose site is displayed in my portfolio for a reference.*