

Kyle Hollingsworth and I worked together at FOX Sports for close to a decade. In that time, she created a sub-department with systems that saw projects through every phase of the creation. Kyle managed and organized her time working with high-level executives throughout their processes, efforting to create visually stimulating design solutions. Her scope of work fulfilled projects not only for our department, but other groups and high-level executives throughout FOX Sports. Her work covered everything from communicating the creation and launch of FS1 and FS2 and their new studio shows, to outreach programs with the Department of Defense and our veterans, to putting pitch presentations together for our league contracts with the NFL, MLB, NASCAR, USGA and FIFA's World Cup Soccer.

Kyle is a true asset to any team; she is able focus on the overall company message and support her team members. She understands the need to communicate and maintain deadlines, deliver consistent quality of work to achieve the goal of having an impactful visual message.



Cyndee McCarthy
Vice President, FOX Sports Programming & Logistics

I have worked with Kyle Hollingsworth for about a year now. I was rebranding my Foundation and was more than pleasantly surprised when her extraordinary talent created our stunning new look. Since then, I have hired her for several other jobs and the work goes above and beyond anything I could have ever envisioned myself. Her input on look, vision, style and occasional advice when I don't have the answers - is more than any company could ask for when expecting style with grace and edge without attitude. For an artist to be uniquely aligned with your vision (and then some) - is a dream come true and nothing makes me happier than to get the first proof of every new project, and see that's she's "nailed it"...again!

Kind Regards,
Mary Fanaro
Founder, OmniPeace Foundation



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December 22, 2020

Dear Kyle,

I want to take a moment to thank you for joining me on our latest journey together, one begun nearly 15 years ago, when you produced a promo film and deck for the 'Safari as a Way of Life' experience, that you helped develop with Barb Groth's talented Big Buddha Baba team.

Working with you at that time convinced me that I wanted you by my side for any creative endeavor, and indeed we have managed to pull off some amazing projects. Thank you for creating the cover of my memoir, *In the Heart of Life*, and assisting with the *Safari as a Way of Life* book, published by Chronicle Books. I so appreciate your design assistance for multiple Creative Visions projects, and most recently, the Art Design for my newest book, *Hope Rising*, which will be out in early January.

Our team loves you too- and I know Pat would like you as a Design consultant on our projects. We have a young team and your professionalism is enormously helpful to us.

Just to say that we couldn't value you more- and only wish we were able to have you with us full-time!

With warmest wishes,

Kathy Eldon

Kathy
Founder, Creative Visions



My name is Jijo Reed, Owner and CEO of Sugar Studios LA. We are a leading post production company in Los Angeles with clients ranging from major studios such as Warner Bros and Disney to smaller independent production companies. I, personally, am credited as Executive Producer on over 30 feature films and have won numerous awards including 1 Emmy Award, 8 Telly Awards, (1) Horizon Interactive Award, (1) Webby Award, and (1) Omni Award.


I have worked with Kyle for over 20 years on various projects ranging from Feature Films, Film Trailers, Commercials, Music Videos and Sales Presentations. Kyle is simply one of the most creative and professional people I have been blessed to know in my career. Kyle has undoubtedly raised my standing in the industry by delivering creative assets that have been presented to my clients under the banner of my companies. Kyle's approach to her creative process is outstanding. She understands the essence of the message needing to be conveyed...then takes the design and pushes it further to the next level. This is how media style trends begin...her font choices, her colors, her motion graphic animations and bold palettes that convey to the client that this is "what's happening now and for the foreseeable future." I mainly hire Kyle when we have a major client needing creative branding assets. Clients such as ABC, Hulu, Chevy, Sony, and Disney.

As a person, Kyle is extremely creative, honorable, dependable, confident, intelligent and just plain COOL!

She carries herself with a grace and honesty that makes one feel lucky to be around her. She works independently, yet is extremely collaborative.

Let me reiterate that I have worked with Kyle for over 20 years and have only great things to say about her...with over 50 projects together, that's a rare thing to experience...and one to behold.

Kyle is a true artist. Any company would be lucky to have her.

Sincerely,

Jijo Reed
President/CEO
Sugar Studios LA

ZOBMONDO!!

I have had the pleasure of working and collaborating with Kyle Hollingsworth for nearly 20 years. I own multiple businesses, and Kyle has assisted us with product development and graphic design on many products. Most recently she has helped us with package design for various board games, and the branding and product label for a new consumer food product.

Kyle is a true artist with strong creative vision and opinions. It has not been uncommon for her to create something great from a "blank canvas" using only a rough vision from us. Kyle has been a critical part of the creative process for our companies.

Kyle listens and is consistently able to apply our ideas to her creative skill from a product development standpoint. What is unique about this is that she doesn't just robotically execute to our direction. If what we are asking for isn't working from a design standpoint in her mind ... she will let us know in a constructive way ... and keep trying. She can design to different styles and she is an illustrator herself, which is invaluable.

Kyle is diligent, communicative, and easy to work with. She is a hard worker. I can't tell you how many times she has worked late into the night on a project for us that was up against a deadline.

True artistic creative talent is out there. A hard working disciplined work ethic is out there. And professional collaborative personalities are out there. It's just hard to find all three in the same person. Kyle has all three.

Randall Horn, President
Zobmondo!! Entertainment LLC
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Just one more



December 28, 2020

Dear Humans of The Shift Network and Shift Media,

I've worked with Kyle Hollingsworth through the years at my company Big Buddha Baba, Inc, a experience design company focused on immersive experiences bridging the digital and real world landscapes.

Kyle often held the role of Art Director or Creative Director on projects with us including a retail concept around creativity for tween girls called Fashionology, where girls get to design and make their own clothes. Kyle's creative soul was infused into every aspect of the project from design of the guest experience to playtesting, graphic design for the clothes, look and feel of the retail store and the website shop.

Kyle is one of those creative beings that never stops creating, never stops giving of her infinite well of creativity she taps into. She is a true collaborator —bringing to life the vision of a project, adding her unique perspective and exceeding the expectations of the team. I often found myself delighted and surprised by how she would make manifest a feeling we all had but weren't able to articulate. Kyle possesses a wide and deep spectrum of creative styles and approaches, depending on a project. She makes the creative process a joyful one and the creative output alive with wonder and delight.

Kyle has a deep commitment to the people and projects she takes on. She always delivers more in less time than anticipated, reaches out if she gets stuck or needs some guidance, and sustains a positive attitude and approach throughout a project.

Quite simply, Kyle is a joy to work with and a real find as a designer/creative who will help elevate your consciousness while also elevating your creative expression in the world.

Please feel free to reach out to me if you'd like any to discuss Kyle's talents and expertise in more depth.

Warm regards,

Barbara Groth

BARBARA GROTH
EXECUTIVE DIRECTOR, EXPERIENCE DESIGN

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