

Kiana McHolan

Photographer & Creative Director

Lexington, KY • Kiana.Mcholan@uky.edu • + 1 (435)650-2654 • Kianamari photography.com

EDUCATION

UNIVERSITY OF KENTUCKY

Lexington, KY

Bachelor of Science, Digital Media Design with concentration in Photography

Expected Graduation May 2027

Relevant Coursework: Advanced Photographic Output, Digital Photography, and Lens Arts.

Recipient of Business Futures Scholarship, School of Arts and Visual Studies Scholarship, James C. Blair Adair County Scholarship, and University of Kentucky Provost Scholarship

ADAIR COUNTY HIGH SCHOOL

Columbia, KY

High School Diploma

2020-2024

Magna Cum Laude, Awarded Outstanding Visual Arts Award

National Beta Club, National Honor Society, National Arts Honors Society

PROFESSIONAL EXPERIENCE

KRNL FASHION AND LIFESTYLE MAGAZINE

Lexington, KY

Junior Photographer

September 2025-Present

- Collaborated with a multidisciplinary creative team to produce multiple weekly styled editorial photoshoots and seasonal lookbook campaigns, creating high-impact visual content for KRNL's website and social media platforms.
- Contributed to studio and on-location production, managing professional camera equipment and coordinating lighting setups to achieve cohesive, publication-ready imagery.
- Streamlined post-production workflow by organizing and managing image libraries of 1000+ images, improving efficiency for editing and asset delivery.
- Edited and delivered 50+ high-quality final images within 3 days of photoshoot, supporting timely publication and consistent visual branding across digital platforms.

UNIVERSITY OF KENTUCKY SMART CAMPUS

LEXINGTON, KY

Multi-Media Production Consultant

March 2025 - Present

- Supported hundreds of students in developing graphic design, video, and multimedia projects, guiding use of creative tools, production techniques, and project workflows.
- Produced engaging promotional content for UK Smart Campus social media platforms, contributing visual assets that increased awareness of campus media resources, with videos gaining hundreds of views across various social platforms.
- Managed reservations and scheduling for the green screen studio and video editing suites, ensuring efficient use of production spaces and equipment.
- Provided technical support for basic computing tasks, including email, document preparation, and printing, helping users complete projects efficiently.

FREELANCE LEXINGTON, KY

Freelance Photographer

2023 - Present

- Plan and execute portrait sessions and styled shoots, producing high quality images for individuals, brands, and creative projects.
- Utilize strong technique and expertise in DSLR and film photography — including lighting, composition, and camera operation to capture visually compelling imagery.
- Conceptualize and direct shoots from pre-production/visual research to post production, ensuring cohesive visual storytelling.
- Deliver galleries in a timely manner, often providing 50+ quality photos and prints.

GYPSEY JOLEE BOUTIQUE AND WHOLESAL

COLUMBIA, KY

Creative Intern

October 2022 - May 2024

- Designed visually engaging marketing materials across digital and print platforms to strengthen brand visibility and customer engagement on a local scale.
- Contributed to social media content planning and execution, helping increase engagement through targeted, brand-aligned social media posts and website visuals.
- Maintained organized inventory systems, tracking merchandise and stock levels of hundreds of products to support efficient retail operations between the brick-and-mortar store and two online storefronts.
- Created weekly visual assets for digital, apparel, and print applications, ensuring cohesive client branding across multiple outputs.
- Designed trend-forward apparel graphics that aligned with the brand's aesthetic and contributed to diversifying the product line.

TECHNICAL SKILLS

- Digital Photography
- Darkroom Photography
- Graphic Design
- Visual Research
- Creative Direction & Pre-production
- Social Media Marketing Strategy
- Proficiency in Adobe Creative Suite

GALLERY APPEARANCES

- Carey Ellis Juried Gallery 2024 & 2025
- Lexington Arts and Sciences: Art By Nature Rooted in Time

PORTFOLIO

<https://www.kianamari photography.com/portfolio>