



2020 Ones to Watch: Holly Williamson, NELSON

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Name: Holly Williamson

Company: NELSON

Title: Design Director

Education: BS Syracuse University

What do you like most about your job?

Every client brings a fresh perspective. It's most exciting to embark on a new project with a client; to collaborate with them and create a space that reflects their brand, culture, and community. Mentoring young designers is also a passion of mine. I love to see what inspires them, how they approach a design challenge and how we can collaborate to create unique solutions for our clients.

Who or what inspires you?

I feed off collaboration with my teammates. Sharing ideas and brainstorming allows us to uncover many different ideas. They may not all be good, but sometimes the bad ideas lead to the best ideas. I also enjoy wandering around outside, whether in New York or my neighborhood. Fresh air, new sights, and nature can all help empty my mind to let the best ideas take root.

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