



Jessica Holdaway (Kruger)



2002-2006

Jess Holdaway left school not knowing what she wanted to do, but with the help of supportive people around her and being open to learning, she was prepared to try lots of different things to find what she loved.

Jess studied graphic design at Yoobee Design School for one year, entered a few design competitions and won clients through that. She went on to start her business *FRANK*, a 'buy one give one' stationery company. One of her career highlights has been giving away over 25,000 school books to kiwi kids in need. The fact that this was because of a business that started from just an idea in her head is very special to her.

"Pursue your own learning, feel the pain of failure and growth; understanding that they go hand in hand, and impact other people's lives through what you do."