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WeTransfer Announces Holley M. Kholi-Murchison as Creative Researcher-in-Residence



Kholi-Murchison will partner on a range of creative research projects across the organization

AMSTERDAM — March 18, 2021 — WeTransfer, the company with a set of tools for the creative process, today announced its first creative researcher-in-residence, Holley M. Kholi-Murchison. A social practice artist and MSc student in Royal Holloway, University of London's new Global Futures: Culture and Creativity programme, Holley will work closely across the organization to research internal practices and products and their impact on the creativity of WeTransfer employees and customers.

Teaming up with the product, communications, and learning and development teams, Holley will focus on ethnographic research, strategic insights, and storytelling to elevate WeTransfer's understanding of creative collaboration and unlocking creativity at an organizational level. By merging social science research methods with culture and creative practices, the year-long residency will help WeTransfer to better serve its community who overwhelmingly identify as creatives.

Holley has previously partnered with WeTransfer on a number of projects including the digital experience of her Tell Me About Yourself (TMAY) method, specially designed to help creatives accurately and artfully define themselves, while merging and amplifying the arcs of their personal and professional journeys.

“As a company that champions creativity in everything that we do, we're thrilled to team up with Holley to deepen our understanding of how we can better infuse creativity into our learning practices, product development, and research that we deliver to our community,” said Annie Malarkey, Brand and Product Communications Lead at WeTransfer.

“After working on several projects together since 2018, I'm psyched to be expanding into this collaborative partnership with WeTransfer. When I pitched the idea for a residency, I knew they were exactly the kind of company who'd say 'yes' and commit to exploring new possibilities for equitably serving and celebrating global creative communities and teams. I'm looking forward to co-producing research, strategic solutions, and culturally resonant storytelling for reimagining learning and talent development and evolving their ecosystem of tools,” said Kholi-Murchison.

For the past three years, WeTransfer has explored the creative ideation process of its global community through the WeTransfer Ideas Report. This residency is a commitment to bring more thoughtful insights to creative professionals who are navigating new challenges to bring their ideas to life.



WeTransfer