

CONTACT INFO: C: 602.653.6507
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OBJECTIVE: Dedicated and self-motivated Graphic Designer. Create clean, purposeful designs to communicate powerful brand missions. Hold 5 years of experience in logo, web, and print design, brand identity and UI Design. Excellent communication abilities, including written and oral, professional and interpersonal. Developed creative, proactive, critical thinking, and decision-making skills as well as strong attention to small details. Highly organized and familiar completing multiple jobs simultaneously. Build and compose effective solutions that are eye-catching, timely and successful.

SKILLS:	Logo Design	Typography	Outlook	Figma
	Brand Identity	InDesign	MS Teams	Asana
	Web Design	Illustrator	Excel	Hubspot
	Print Design	Adobe Sketch	PowerPoint	MailChimp
	UI Design	Photoshop	Word	Hootsuite

WORK HISTORY:
GRAPHIC DESIGNER | SOCIAL MEDIA MANAGER | PRACTICE COORDINATOR

BLUE DOOR MEDIA – NORTH PARK, CA

2019 – PRESENT

- Lead Graphic Designer developing and executing branding identity, social media presence and vision for Blue Door Media, a digital publication magazine.
- Designs include logo design, sub-logo, identity colors, typography, business cards, social media collateral, and other branded stationery pieces.
- Researched target market to design and rework email templates using MailChimp to release daily newsletter Email blasts.
- Worked with chief editor and writer to successfully concept, design and produce a fully integrated digital advertising campaign to gain subscriptions.
- Front-end website layout designs with emphasis on quality user experience working alongside developer using WordPress.

INTEGRATED MD CARE – DEL MAR, CA

2018 - 2019

- Coordinated office procedures, designed web and print materials and managed social media accounts for Integrated MD Care, a private Palliative Care medical practice.
- Developed and executed new branding identity, which included: new logo design, identity colors, website collateral, business cards, and other branded stationery pieces.
- Organized and led meetings with Marketing Managers and Account Management teams to discuss business objectives, develop design briefs and offer creative new concepts and ideas that solve challenging marketing and branding problems.
- Developed concepts and obtained approval by submitting rough layout with options to meet differing aesthetics and products.
- Transformed subject matter into concrete design for newsletters, promotional materials, and sales collateral.
- Created Social Media plan, responsible for the creation and oversight of digital accounts to increase brand awareness.
- Maintained medical record collection, practice calendar, equipment coordination, and onboarding employees, while facilitating Aid in Dying process with patients and families and scheduling MD, nursing, and therapy visits.

FREELANCE GRAPHIC DESIGNER

2015 – PRESENT

- Meet and advise clients on best design strategies
- Create unique images, illustrations, logos, presentations, and brand identity for clients

- Review all projects and meet deadlines for deliverables
- Recent clients include:

SAN DIEGO PADRES – SAN DIEGO, CA

- Conceptualized and designed several logo variations and new brand identity for San Diego Padres pitcher Austin Hedges.
- Collaborated with client to create the initial vision, conceive design and consistently meet deadlines and requirements.
- Designed on-brand logos for print, marketing, and sales collateral to be sold online and at home games.
- Developed brand identity and style guide refresh, which incorporated: colors, fonts, logo variations and brand inspiration specific to Austin Hedges.

PORTACADE – PACIFIC BEACH, CA

- Designed the logo and company identity for Portacade, a retro video game company looking to reinvent social interaction in the gaming world.
- Designed, personalized and revised layouts, graphics, and text for various event brochures, print ads, flyers, postcards and other marketing and promotional material, which increased overall company sales by 15%-20% a month.
- Created the look and feel of the company’s in-house and social media presence for various events at Comic-Con.
- Ensured that all colors and fonts aligned with the Portacade brand and maintained brand consistency with all company designs.

EMPIRICAL NATURALS – CARLSBAD, CA

- Lead on creating logo prototypes and several bottle label designs for Empirical Naturals, a startup e-commerce dietary supplement company.
- Worked closely with client to create vision, conceive designs and consistently meet deadlines and requirements.
- Developed brand identity and style guide, which included: colors, fonts, logo variations, and brand inspiration.
- Delivered production-ready graphics for social media account such as web graphics, banners, and icons.

JRB CONSULTING GROUP – PACIFIC BEACH, CA

- Developed brand identity, logo design and printed collateral to elevate and differentiate branding, marketing and advertising initiatives
- Worked closely with client to create vision, conceive designs and consistently meet deadlines and requirements

AWAKEN COFFEE GOODS – PHOENIX, AZ

- Created logo prototypes and printed collateral for brand identity, print and web applications
- Delivered production ready graphics
- Formatted color corrected photographs for marketing use
- Created the look and feel of the company’s in-house and social media presence

GRAPHIC DESIGNER

CRUSHED – PACIFIC BEACH, CA

2016 – 2017

- Produced various marketing promotions for events and monthly poster designs
- Developed a menu re-design and illustrated signature drink images for social media marketing
- Designed new, on-brand visual elements focusing on messaging and brand

EDUCATION:

GRAPHIC & WEB DESIGN CERTIFICATION
UCSD EXTENSION DIGITAL ART CENTER

2015 - 2016

BA, COMMUNICATIONS & MEDIA STUDIES
ARIZONA STATE UNIVERSITY

2008 - 2012

INTERNATIONAL BUSINESS CERTIFICATE
UNIVERSIDAD PABLO DE OLAVIDE

2011

INTERNSHIP:

SOCIAL MEDIA MARKETING
ADMIX SOCIAL – SCOTTSDALE, AZ

2013

REFERENCES:

JACOB TWOMEY

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