

Heather Strain

3006 W Palmer Boulevard #2
Chicago, IL 60647
623.383.4807
heather@straingraphics.com
www.straingraphics.com

Skills

Acrobat • Analytics • CMS • CSS • Dreamweaver • Excel • Fireworks • Flash • HTML • Illustrator
iMovie • InDesign • Keynote • Numbers • Pages • Photoshop • PowerPoint • SEO • Word • WordPress

Experience

Creative & Marketing Consultant, Freelance 04/07 to present

- ▶ *Music Tech Fest 2012 & 2013 shows: London, UK*
 - Consulted on the design and layout of the sponsorship material that attracted sponsorship from Cisco, Spotify, RCA records, Warp records and more.
 - Strong project management and prioritization skills helped me assist in the organization and management of event logistics for the three-day event that saw over 1,000 visitors.
- ▶ *KERB (street food and catering company): London, UK*
 - Attracted three new business partners after designing new presentation material.
 - Created development and launch strategy for street food event mobile app, due to launch winter 2013.
- ▶ *Goldsmiths College, University of London: London, UK*
 - Designed exhibition pamphlets for the Enterprise Office that attracted several new business partners and ventures.
- ▶ Led and worked in cross-functional teams to deliver projects on-time and to budget.
- ▶ Managed budgets up to \$10,000.
- ▶ Built business relationships with clients that has provided repeat business and referrals.

Design Mentor, Creative Process 10/11 to 10/12

- ▶ Developed training plans and taught design principles to five apprentices on a year-long course.

Head of Design & Show Coordinator, Making Believe Exhibition 12/10 to 09/11

- ▶ Managed the entire creative process for the branding, website, booklet and advertising.
- ▶ Handled show logistics and managed a cross-functional team of 43 with excellent prioritization and crisis management skills.
- ▶ Found and negotiated sponsor contracts to fully fund show costs plus six events.
- ▶ Managed relationships with London Design Festival organizers, sponsors and printers.
- ▶ Oversaw the website development to ensure on time delivery.

Senior Designer & Marketing Manager, Occasions! by Design 05/09 to 10/10

- ▶ Led and was apart of every step of the website re-design process, from UX to icon design to establishing an overall look. After the re-design visits increased 133% and online sales increased 100%.

- ▶ Managed the relationships with outside web development team, advertising vendors, business partners and clients.
- ▶ Designed advertising and promotions, developed relationship with local charity and co-developed products with artist for a breast cancer fundraiser that raised over \$2,000 and increased sales 10% during the month-long fundraiser.
- ▶ Directed product photography for eCommerce and advertising.

Designer, *UpLand Group*

01/09 to 05/09

- ▶ Created graphics for fliers, marketing materials and signage.
- ▶ Managed the website and online listings database.

Lead Designer & Marketing Manager, *Racer OffRoad*

01/08 to 12/08

- ▶ Improved the user experience that increased the average number of page views per visit by 10% and increased average time spent on website by 25%.
- ▶ Implemented an e-commerce platform that increased overall store sales by 35%.
- ▶ Designed advertisements and other printed marketing materials.
- ▶ Managed branding used in the video game Baja: Edge of Control developed by 2XL Games.

Designer, *Tickco*

10/07 to 12/07

- ▶ Created vector graphics for eCommerce site.
- ▶ Managed an organized image databank.

Awards/Achievements

- ▶ Won SongKick prize for designing the SpotiBrainz hack at the 2012 London Music Hack day.
- ▶ Awarded the 'Bringing Sexy Back to Sustainability' at the 2011 Sustainability Jam by Futerra's Patrick Connelly.
- ▶ 2009 Collins College Founders Award for the 'Best Portfolio' of the graduating class

Education

M.A. Design Futures with Merit, *Goldsmiths College, University of London* 2012

- ▶ Researched and wrote five papers thought provoking papers on sustainability and design.
- ▶ Managed on time delivery of course work and freelance projects.

B.A. Graphic Design, *Collins College*

2009

- ▶ Started an American Institute for Graphic Artist (AIGA) student chapter with mentoring program.
- ▶ Co-started, co edited and designed a student run monthly newsletter.