

HOW CAN I HELP?

I've worked in a variety of graphic design settings. My work has included print solutions in corporate communications, direct mail, exhibit graphics, illustration and expert pre-press. I have also done web work. I'm always up for new challenges. I bring a positive attitude to every situation as I genuinely enjoy the process and the possibilities inherent in design...

heather l. truelove *

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*all 'round creative person

experienced + helpful + resourceful

I'm looking for opportunities to create effective design solutions.

EDUCATION

1994 Bachelor of Fine Arts degree
Studio art with a minor in art history
Rosemont College, Rosemont, PA

(Work study job monitoring and assisting in the computer lab revealed a great deal about working with, and maintaining, computers.)

SOFTWARE

The design trifecta—InDesign, Illustrator, Photoshop (CS3, learning CS4); Quark XPress, Acrobat, Microsoft Office—emphasis on PowerPoint, Dreamweaver, the usual utility and Internet packages

SKILLS

Ability to hit the ground running, creative thinker, organized, clear communicator, detail and deadline oriented, self-starter and team player to suit tasks at hand, patient teacher, focus on efficiency, thorough proofreader, color correction, excellent troubleshooting and maintenance skills on the mac, proficiency with pc platform, perpetually interested in learning new ways to solve problems

EXTRAS

Dedicated home office space, Mac Mini, licensed software, externals, hp3200 scanner/printer, cable internet access

10+ YEARS IN THE DESIGN INDUSTRY

director of creative services ('06 – present)

Swift Mailing Services, Inc. Bensalem, PA = Direct-Mail Marketing Specialists.

Direct-mail kits, self-mailers, invitation suites, brochures, branding.

Recruited to found a full-service design department where only pre-press services had been available. Much more than a designer, I manage press schedules, handle estimating, and work with clients directly from planning to completion.

senior graphic designer ('05 – '06)

Launch International Doylestown, PA = Marketing for technology companies.

Brochures, data sheets, case studies, exhibit graphics, electronic mail, web sites, ads, PowerPoint presentations.

Brought programming of html newsletter in-house saving \$2K per month in outsourcing. Developing conventions for server and project management to ensure more reliable archiving.

graphic designer ('03 – '05)

Krames, a Division of Medimedia USA Yardley, PA = Patient education.

Catalogs, direct mail, brochures, electronic mail, ads, web graphics.

Managed marketing for the on-demand product line including overhaul of collateral kit and online PDF product look & feel.

graphic designer ('02 – '03)

Kenney Marketing & Advertising Philadelphia, PA = B2B marketing.

Package graphics, brochures, catalogs, data sheets, annual reports, ads, logos, web.

Brought knowledge of simple solutions in exhibits—such as prefab tabletop units with custom graphics—to KM&A clients, alleviating the need to outsource.

graphic designer (on-site freelance '97 – '02)

Sparks Exhibits & Environments Philadelphia, PA = Full-service exhibits firm.

Environmental graphics, signage, elaborate presentations, marketing pieces.

Much more than an on-site freelancer, I attended production meetings and brainstormed with the exhibit designers on the overall goals of each project for which I created graphics.

In a generation of “What-everrr!” employees, Heather is a “Whatever it takes” employee. Her portfolio speaks for itself, but her intangible value comes from her desire and commitment to delivering work that satisfies the goals established.

Peter Antoniewicz, President/Creative Director,
Antoniewicz & Clouser, Inc.