



# HEATHER CLARK

graphic designer • jill of all trades

## WORK EXPERIENCE

### SENIOR WEB/PRINT DESIGNER

American Association for Cancer Research • October 2018 – Present

- Lead designer for layout and development of 3 prominent annual publications: AACR Cancer Progress Report, AACR Cancer Disparities Progress Report, Leading Discoveries
- Manage workflow and progress of jobs related to reports for all necessary communication and marketing needs
- Develop campaign artwork for annual company meeting to be executed in web, digital and print formats
- Directly support the Director of Creative Services with all digital and print layouts, maintaining consistency with brand standards and guidelines for deliverables
- Update and illustrate scientific artwork for reports, while maintaining brand style and scientific accuracy where necessary
- Conceptualize and implement web-based design solutions that meet marketing strategies

### DESIGNER/ART BUYER

Razorfish Health • November 2015 – October 2018

- Developed/released mechanical files, using required knowledge of printing processes and other pre-production standards
- Prepared mock-ups (2D/3D) for clients and agency use, paying close attention to file structure and quality of execution
- Organized and maintained archived file library
- Managed art buying for the creative teams, work alongside vendors, project management, creative and finance to ensure proper purchase procedure is followed
- Collaborated with Project Managers on deliverables reviewing/implementing new process. Made recommendations for adherence to the process and efficiencies
- Worked alongside leadership to support Client Facing/Client initiatives (i.e. RFI/RFP)—creating Presentation Materials/Storyboards/PowerPoint Presentations

### ASSOCIATE ART DIRECTOR

The Media + Marketing Group • September 2011 – October 2015

- Created unique, quality designs daily under tight deadlines for print & web (posters, ads, billboards, logos, web banners, social media updates, invitations, etc.)
- Produced creative solutions while adhering to brand-standards
- Conceptualized and produced designs in both team-oriented and self-motivated environments
- Maintained communication with account executives to meet demands of clients
- Point Designer for a collection of clients, including local restaurants, banks and law firms, in addition to contributing design support for clients in the casino industry
- Coordinated production and preparation of files for print vendors. Files ranged from ads and table tents, to bus terminal wraps and international tradeshow booths

### GRAPHIC DESIGNER

Current Medicine Group • April 2007 – December 2009

- Executed design, layout and production of medical journals and atlases, in addition to print collateral for marketing and sales purposes
- Maintained project trackers and status reports for art department use
- Revised and reproduced electronic images, charts, graphs and schematics

## EDUCATION

### BACHELOR OF SCIENCE, GRAPHIC DESIGN

Drexel University 2007

## SOFTWARE SKILLS

### INDESIGN



### ILLUSTRATOR



### PHOTOSHOP



### ACROBAT



### DREAMWEAVER



### BRIDGE



### LIGHTROOM



### POWERPOINT/KEYNOTE



### WORD/PAGES



### EXCEL/NUMBERS



### HTML/5



### CSS



### WORDPRESS (not building themes)



Do you work with a program not listed above?

Do you work a lot with a program I had 3 or less dots marked?

### AM I A QUICK LEARNER?

