



Heather Hendrix

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ABOUT ME

At a young age I received a Coca-Cola citizenship award. To this day, I am known as someone who approaches problems with a positive and productive attitude.

SKILLS

Branding	<div><div></div></div>	XP
Illustration	<div><div></div></div>	XP
Copywriting	<div><div></div></div>	XP
Animation	<div><div></div></div>	XP

SOFTWARE

Adobe After Effects
Adobe Photoshop
Adobe Illustrator
Microsoft Office

EXPERIENCE

Graphic Designer at PSM Marketing

2020 - Current

I create digital ads for various clients in the powersports industry. I follow best practices for Facebook and Google remarketing ads. I conceptualize new themes, website web banners, and the occasional puntastic headline.

Graphic Designer at Creative Services

2017 - 2019

I designed print and digital promotional items for various events at Georgia State University. From this job, I learned the importance of adhering to strict brand guidelines, copy editing, and utilizing a clear process in various aspects of a design job from file management to designing for multiple sizes and formats.

Graphic Designer at Via Design

2018 - 2019

I worked with a team of six designers and new businesses from the Civic Center for Innovation to form their brand. We scheduled meetings, pitched branded presentations, and shaped a brand from concept to completion.

Freelance Graphic Designer at Envy Create

2018

I conducted focus groups to develop campaign concepts for tradeshow with clients like Razer and 2K Games. I also discovered how important having a collaborative process is to me and how design can impact your audience before and after your event takes place.

EDUCATION

Bachelor of Fine Arts in Graphic Design

2015 - 2019

I entered Georgia State University's design program with a portfolio review that accepted 46% of students who applied. I learned the fundamentals of design and worked with clients to design various digital and print collateral.