



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		XP
Illustration		XP
Copywriting		XP
Animation		XP

SOFTWARE

Adobe After Effects
Adobe Photoshop
Adobe Illustrator
Google Suite
Monday.com
Dropbox
Asana

EXPERIENCE

Graphic Designer at Made In Network

2023-Current

I've celebrated winning our productions two Webby Awards and one Digiday Content Marketing Award by providing a full suite of visual graphics for Youtube talent like Binging with Babish, Guy Fieri, Bailey Sarian, Tan France, and more.

Graphic Designer at Offbeat

2021-2023

I obsessed over CTR stats on Snapchat and Youtube. I pioneered the use of new visual Ai tools to utilize in existing workflows. I educated newbies remotely with terribly cheesy tutorials of new tools and procedures.

Illustrator at Floyd County Productions

2021

I illustrated animated vector assets for key poses, character turnarounds, and props for Emmy award-winning show FX's Archer. I collaborated remotely with lead Illustrators with my own photographed reference material and character sketches.

Graphic Designer at PSM Marketing

2020

I created digital ads for various clients in the powersports industry. I followed best practices for Facebook, Youtube, and Google remarketing ads. I conceptualized new themes, website banners, motion graphic elements for Youtube videos, and the occasional puntastic headline.

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.