HEATHER TROSPER

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ART DIRECTOR

**PROFILE**

Established art director and designer with 17 years of experience and success in creating brands and developing marketing materials for
numerous companies large and small within a variety of industries. Dynamic and creative leader who produces custom, impressionable
stories through project management, time management, budget management, and researched, forward-thinking design.

 **CORE PROFICIENCIES**

Brand Development | Collaboration | Color Theory | Communication | Corporate Branding | Creative Direction

Email Design | Layout | Leadership | Multitasking | Planning and Organization | Print Collateral | Problem Solving

Social Media Design | Teamwork | Time Management | Typography | UI/UX | Website Design

 **SKILLS**

Adobe Acrobat | Adobe Dreamweaver | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Figma | Google Docs | Google Sheets

Google Slides | HTML | Keynote | Microsoft Excel | Microsoft PowerPoint | Microsoft Word | WordPress

 **PROFESSIONAL EXPERIENCE**

OWNER & ART DIRECTOR

**Twelve 81 Creative,** *Remote* **2012-Present**

* Advise clients about design styles and formats that fit their company needs
* Communicate with printers and outside agencies to ensure high-quality printing and on-time delivery
* Conduct project and budget management with timelines and deliverables within programs and projects parameters
* Create competitive (RFP) proposals, presentations, and packaging to showcase client capabilities to current and potential clients
* Edit existing client files with product changes, copy changes, and design modifications
* Ensure all creative deliverables align with brand guidelines, requirements, and standards
* Experience with customizing and branding WordPress templates with both service/product-oriented websites
* Expert experience of Adobe Creative Suite and Microsoft Office Suite
* Inspire ideas and lead brainstorming sessions to build on creative ideas and strategies
* Lead and collaborate to develop creative, cohesive visual designs, and UI/UX used across all programs and campaigns
* Manage several projects simultaneously, effectively handle tight deadlines, meticulous eye for detail
* Meet with clients to understand their design preferences, requirements, and specifications
* Provide creative leadership on new business. Responsible for the ideas and creative concepts, as well as helping to shape and express an engaging story
* Review final layouts and provide feedback to other designers and managers when necessary
* Solve design challenges by reviewing clients’ existing work and providing advice for improvement
* Translate client brand guidelines into effective marketing deliverables
* Work with copywriters developing the visual design strategy for high-profile enterprise clients

SENIOR GRAPHIC DESIGNER

**Wright Casino Marketing,** *Denver, CO* **2009 – 2012**

* Collaborated on projects to create layouts and images for written content
* Created interesting (RFP) introductions to exhibit organization capacities to current and possible clients
* Designed monthly promos to engage players
* Produced matrix for variable direct mail pieces
* Refined creative brief and traffic flow between departments
* Spearheaded and built unique brands for Indian Gaming casinos

GRAPHIC DESIGNER

**Hip Consulting Group,** *Centennial, CO* **2006 – 2009**

* Built creative (RFP) proposals to showcase company capabilities to current and potential clients
* Created positioning, look & feel, voice, tag, logo, style guide, templates & forms. Monitored for consistency and continued enhancement in visual communication for corporate meetings, customer appreciation events, and employee incentive programs: including logo design, brochure/agenda print material, onsite signage, onsite print collateral (door hangers, name badges, menus, notecards, etc.), website
* Produced rough drafts for clients and revised them based on feedback
* Selected typography, colors, and style based on the client’s culture, event, and destination

**EDUCATION**

**BACHELOR OF ARTS | Graphic Design:** The Art Institute of Colorado – 2004-2006

**ASSOCIATES OF FINE ARTS | Photography:** Casper College – 2000-2002