

# \* HEATHER TROSPER

ART DIRECTOR

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. *Please enjoy my work & feel free to contact me*



Phone me  
303-842-6199



Email me  
chat@heathertrosper.com



Find me online  
heathertrosper.com

## Experience

Years Experience

17+

## Clients

110+

Aircell  
(Gogo Business Aviation)  
Andavo Travel  
AuroraTV.org  
BlueModus  
Creative Group Inc.  
dfine Branding  
Effectv (Comcast)  
Elective Medical  
Marketing  
Forescout  
Gates Center for  
Regenerative Medicine  
H2R Agency  
iLending  
Lumen (CenturyLink)  
MARA Global Dimensions  
Netflix  
Paulaner USA  
Premier Skin Clinic

### 2012-Present

#### Twelve 81 Creative: Owner & Graphic Designer

- Advise clients about design styles and formats that fit their company needs.
- Communicate with printers and outside agencies to ensure high-quality product 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.
- Inspire ideas and lead brainstorming sessions to build on creative ideas and strategies.
- Lead and collaborate to develop creative, cohesive visual designs used across all programs and campaigns.
- Manage several projects simultaneously, effectively handle tight deadlines, eye for detail.
- Meet with clients to understand their design preferences, requirements, and specifications.
- Provide creative leadership on new business. Responsible for 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 to develop the visual design strategy for high-profile enterprise clients.

### 2009-2012

#### Wright Casino Marketing: Senior Graphic Designer

- 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.



LinkedIn  
linkedin.com/in/heather-trosper-23861012



Instagram  
instagram.com/heather.trosper

# Clients

Resource Capital Funds  
 San Felipe Casino  
 Snapden  
 Spectrum  
 TD Ameritrade  
 University of Denver  
 Vail Resorts  
 Wet Paint Group

2006-2009

## Hip Consulting Group: Graphic Designer

- 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



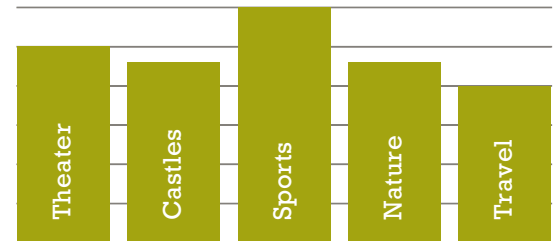
2004-2006

The Art Institute of Colorado  
 Bachelor of Arts: Graphic Design

2000-2002

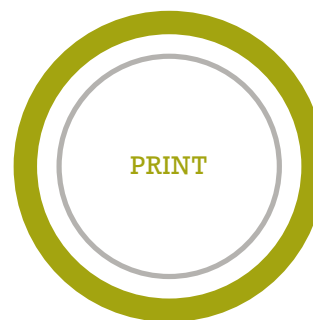
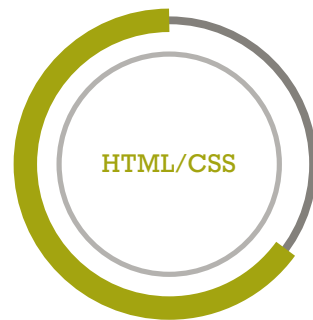
Casper College  
 Associates of Fine Arts: Photography

# Interest



# Skill – set

Brand Development  
 Collaboration  
 Color Theory  
 Communication  
 Corporate Branding  
 Creative Direction  
 Email Design  
 Layout  
 Organization  
 Project Management  
 Problem Solving  
 Social Media Design  
 Teamwork  
 Typography  
 UI/UX



# Applications



Adobe Acrobat | Adobe Dreamweaver | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Figma | HTML  
 Microsoft Excel | Microsoft PowerPoint | Microsoft Word | Keynote | WordPress | Google Docs | Google Sheets | Google Slides

# Design

**CLIENT:**

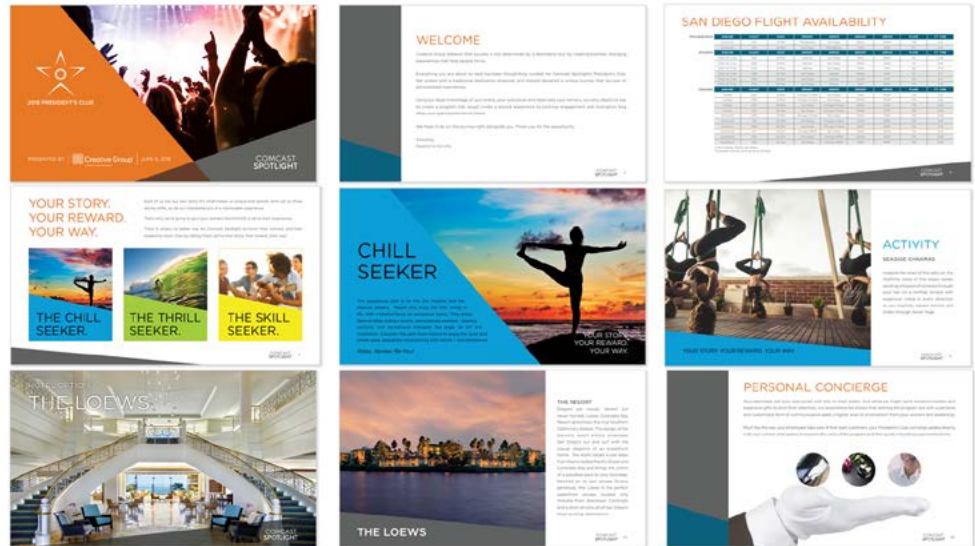
Creative Group Inc.

**TARGET:**

Comcast Spotlight  
President's Club  
Incentive Trip

**APPROACH:**

Looking past a traditional destination proposal, and instead designed a unique journey. Mirroring angles of the established logo and creating excitement with bright fresh colors.



# Design

**CLIENT:**

Top Agency

**TARGET:**

Influencer Template

**APPROACH:**

"Finding Natural Treasures"  
- Influencers bring natural authentic sales and can be unique to your product. Using crystals, geodes, and marble emphasizes the "Natural Treasures" theme. Colors and round shapes echo the logo.



# Design

**CLIENT:**

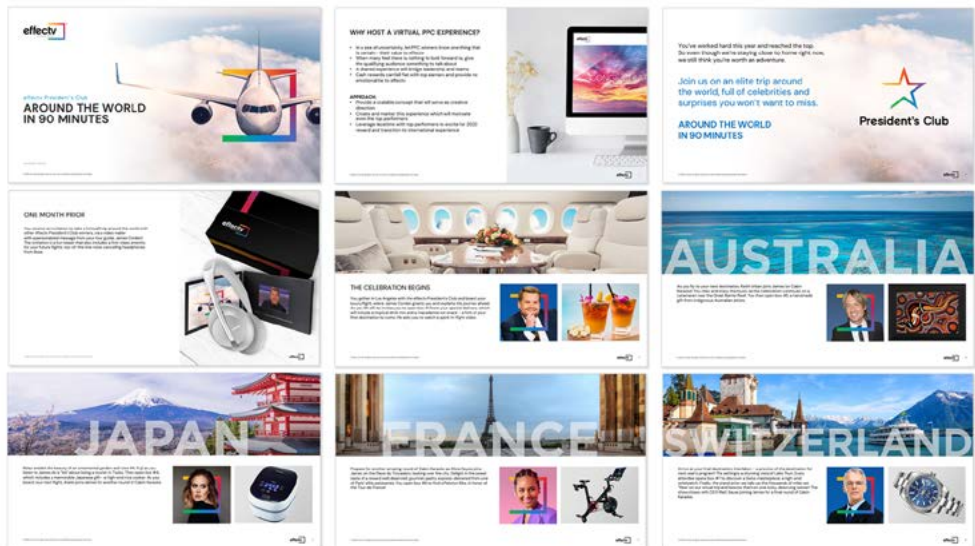
Creative Group Inc.

**TARGET:**

effectv  
President's Club  
Virtual Trip

**APPROACH:**

Creating a shared experience is the best way to bridge leadership and teams. Highlighting locations, celebrities, and gifts using clean, simple, modern branding of effectv.



# Design

**CLIENT:**

University of Denver

**SKILLS:**

- Brand Implementation
- Brochure
- Direct Mail
- Email Design
- Illustration
- Photo Manipulation
- Posters
- Typography
- Web Banners



# Design

**CLIENT:**

Paulaner USA

**SKILLS:**

- Brand Implementation
- Brochure
- Direct Mail
- Magazine Ads
- Photo Manipulation
- POP Design
- Posters
- Sales Sheets



# Design

**CLIENT:**

Snapden Photo Booths

**SKILLS:**

- Brochure
- Posters
- Magazine Ads
- Photo Manipulation
- PowerPoint
- Trade Show
- UI/UX
- Wordpress
- Woocommerce



# Website

**CLIENT:**

GBF

**SKILLS:**

Color Theory

Design

Illustration

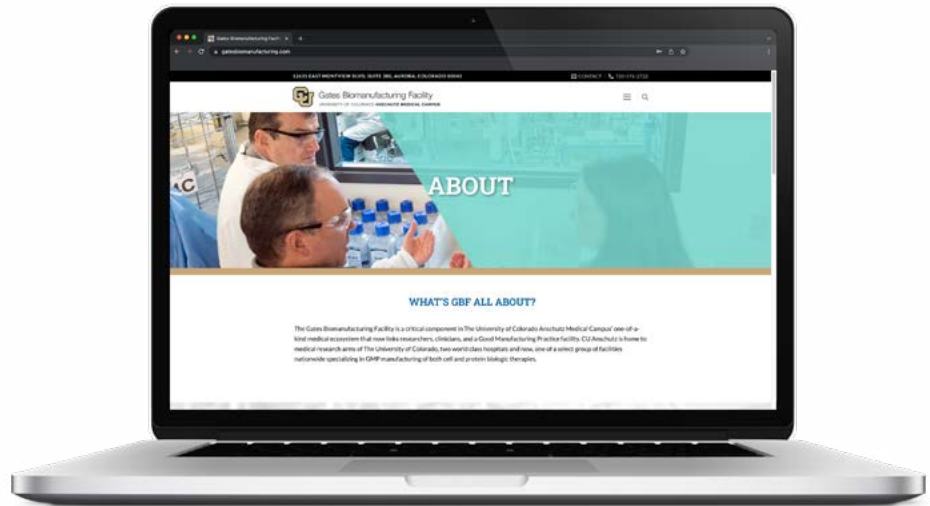
Photo Manipulation

Project Management

Typography

UI/UX

Wordpress



<https://gatesbiomanufacturing.com/>

# Website

**CLIENT:**

Wet Paint Group/GPMLife

**SKILLS:**

Color Theory

Design

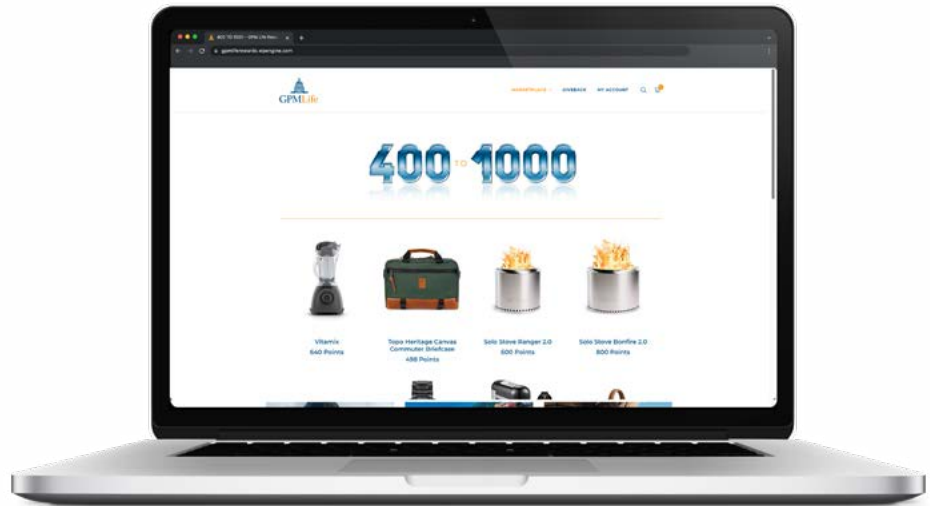
Project Management

Typography

UI/UX

Wordpress

Woocommerce



<https://gpmliferewards.wpengine.com/>

# Website

**CLIENT:**

Jen Galloway

**SKILLS:**

Brand Identity

Color Theory

Design

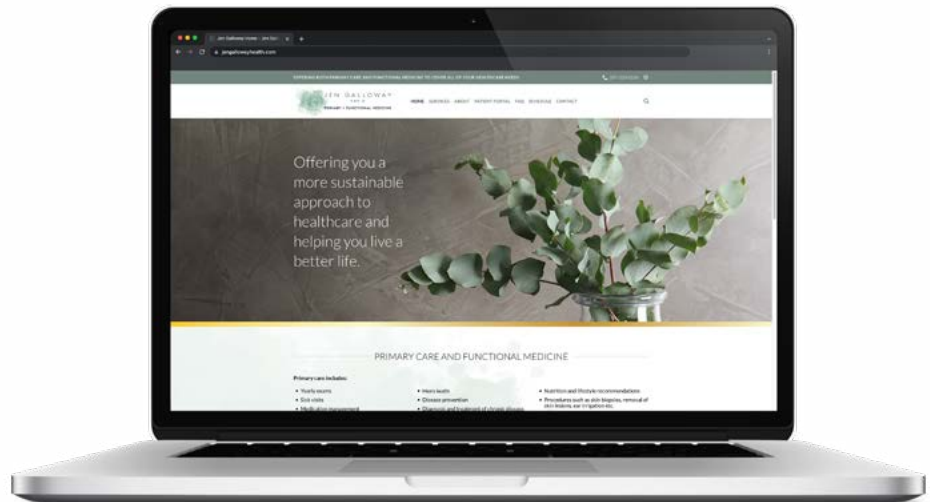
Illustration

Project Management

Typography

UI/UX

Wordpress



<https://jengallowayhealth.com/>