



# HEATHER MORRISON

Strong background in  
marketing and UI design

## EDUCATION

Loyola University Chicago  
College of Arts & Science  
B.A. in Visual Communication

## CONTACT

[www.heather-morrison.com](http://www.heather-morrison.com)  
(708) 845-6184

## EXPERIENCE

### **SENIOR DESIGNER** | Walker Sands · 09/20121 – Present

Design brand identity systems, websites and creative campaigns on some of the agency's largest accounts.

### **DIGITAL GRAPHIC DESIGNER** | Motorola Mobility · 08/2018 – 09/2021

Developed creative concepts, designs and layouts in alignment with Motorola brand guidelines.

- Lead creative web campaign development & social activations
- Created print/digital training assets, B2B marketing materials, POS merchandising displays, promotional web banners, and email marketing content

### **ON-SITE GRAPHICS COORDINATOR** | SC Johnson via SGSCO · 05/2018 – 07/2018

Provide on-site project coordination services to assist SC Johnson with their marketing and packaging commercialization process.

- Actively facilitated and managed project deliverables and information for all tasks related to artwork completion, including obtaining all administrative codes and MIS information from SC Johnson SAP, PLM and Webcenter systems
- Participated in design review meetings with regional client cross-functional teams, design agency, and SGS facilities and managed client lead-time expectation for artwork, prepress and eCommerce imagery on-time delivery

### **ART DIRECTOR** | EBONY Magazine · 04/2016 – 06/2017

Responsible for creative output and establishment of the overall image, look and identity of EBONY magazine.

- Art directed and designed the highest grossing cover for the 2016 calendar year (Feb 2016)
- Spearheaded development of design concepts for all print collateral including: photography, editorial layouts, ad pages, illustrations and cover designs
- Worked on set with photographers to oversee creative direction on photo shoots
- Oversaw creative team, production artists and freelancers on a per project basis from inception through production
- Coordinated with editors and copywriters to create designs and translate ideas into workable solutions

### **DESIGNER** | EBONY Magazine · 05/2015 – 04/2016

Assisted Art Director in development of design, layout and illustration for EBONY Magazine.

- Designed editorial layouts under direction of art director
- Researched and cataloged illustrators for future assignments
- Brainstormed content development for editorial assets

### **MARKETING GRAPHICS COORDINATOR** | Solomon Cordwell Buenz · 01/2015 – 05/2015

Provided graphic and marketing support to firm leaders to help them achieve their marketing objectives.

- Ensured cohesive use of image and visual communication standards throughout the firm
- Designed and produced email blasts, newsletters, and resumes for all architects and team leaders
- Compiled and designed assets for project proposals including portfolio covers and project profiles
- Organized and cataloged photography; designed and developed video showcase for lobby displays