



# heather roell

graphic and visual designer

## summary:

Highly motivated, results-driven and creative Graphic and Visual Designer with the ability to manage projects, execute workflow from concept to production-ready ads, seeking a career opportunity where I can contribute my marketing and design skills to create beautiful aesthetics, final layouts, and solutions.

- Proven ability to execute strategies to improve growth and conversion; creative assets, and image library maintenance; generating pixel-perfect production; project management
- Experienced in online digital portfolio, sketching, prototyping, image creation, and photography retouching
- Keen eye for typography, illustration, and icon design
- Skilled in managing multiple tasks, problem-solving, and implementing solutions.
- Adept at brand marketing, research and development, providing creative solutions, and presenting results.

## education

<b>Austin Community College</b>	<b>Austin, TX</b>
Associate of Applied Science	Major: Visual Communication
Estimated Completion: May 2023	Graphic Design Specialization
Scholastic Excellence Award	GPA: 3.75
<b>University of Texas</b>	<b>Austin, TX</b>
Bachelor of Business Administration	Major: Marketing

## experience:

<b>BigCommerce</b>	<b>12/2023 - Current</b>
<b>Web Publisher with Specialty in Design (Contractor)</b>	<b>Austin, TX</b>

- Publish web content for the Marketing team including SEO articles, case studies, award announcements, landing page redesigns, and general website publishing
- Help with design needs such as logo recreation and colorization, graphic creation, asset library maintenance, and building of newly designed pages
- SEO team saw a 141% in output improvements with my work

<b>Freelancer</b>	<b>(5/2022 - Current)</b>
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- Consult with author, ecommerce, non-profit, education, and public relations clients to fulfill various graphic design requirements such as collateral creation, book cover art, and digital content creation to help with their promotional needs
- Provide project scope, creative strategy, customer service, digital design, file clean up, and map editing services for complex projects to ensure informative, clean sales presentations as well as digital assets
- Ensure high quality control standards by utilizing the latest design trends and maintaining proficiency in graphic design tools while being flexible to meet various deadline requirements for clients

<b>Austin Community College</b>	<b>(8/2022 - 12/2022)</b>
<b>Production Assistant, Digital Content Coordinator Intern</b>	<b>Austin, TX</b>

- Design and create marketing materials for the Drama Department, including logos, event collateral, and templates to promote 10 upcoming classes and special events utilizing the ACC Style Guide
- Create design structure and development of the Drama Department's 2023/4 Annual Prospectus highlighting its programs and goals including page layout, data visualization, and infographics creation to engage potential students
- Execute digital video production, editing, and creation of motion graphic animations using provided storyboarding and video editing software to showcase the Drama Department's upcoming show

<b>Girl Scouts of Central Texas</b>	<b>(10/2015 - Current)</b>
<b>Various Positions including Service Unit Director</b>	<b>Austin, TX</b>

- Lead programming efforts for 760+ Girl Scouts and 650+ volunteers in the Bluebonnet Circle Service Unit, ensuring that activities were engaging and inclusive. Additionally, participate on committees which have a wide reaching impact on programming for over 13,500 Girl Scouts and volunteers in Central Texas
- Communicates effectively with over 1,300 volunteers and caregivers through various channels such as presentations at meetings, email newsletters (with open rates over 60%), and other online marketing efforts to keep them informed about upcoming events and program updates
- Awarded several volunteer awards including: Outstanding Volunteer, Outstanding Leader, GSCTX Star Award, GSCTX Outstanding Partners, GSCTX Service Unit Diamond, Service Unit Extra Mile, Service Unit Green but Growing, Service Unit Outstanding Partners, Service Unit Star Award, and Service Unit Awesome Leader

<b>Lively Middle School PTSA</b>	<b>(9/2021 - July 2024)</b>
<b>Communication Coordinator</b>	<b>Austin, TX</b>

- Lead parents, teachers, and students to address critical issues, advocate for positive change at school, city, district, and state levels, and revamp a dozen programs which were new or put on hold due to Covid and administration changes
- Cultivate all digital communication and grew the PTSA's online presence for over 1,150 students and their families, including email marketing (with open rates over 65%), website creation and design - including landing pages for several programs, and social media management
- Awarded 2023 AISD Secondary PTSA of the Year

<b>Summitt Elementary PTA</b>	<b>(8/2015 - Current)</b>
<b>Various Positions including Vice President of Programs</b>	<b>Austin, TX</b>

- Oversaw a team of volunteers in the creation and implementation of programs for over 850 students and their families, making certain they were engaging and well-received
- Designed and produced marketing materials for events, including eye-catching banners, dynamic signs, and engaging fliers
- Ensured that all marketing materials adhered to new branding guidelines to communicate the PTA's message successfully increasing membership by approximately 60% over a 2-year period

<b>The Children's Heart Foundation</b>	<b>(11/2012 - 5/2018)</b>
<b>Various Board Positions including President</b>	<b>Round Rock, TX</b>

- Created and implemented Donor/Volunteer Recruitment, Retention, Recognition and Outreach Plan including designing postcards and marketing collateral for direct mail to donors, designing fliers and marketing collateral for Change for Heart fundraising program, created Sponsorship Package for Texas Chapter, and Co-Authored and designed 2013 Annual Report
- Helped increase fundraising by 100% between 2012 and 2013 and 23% between 2013 and 2014 at Central Texas Annual Congenital Heart Walks
- Held Committee Chair and Committee Member positions in several Fundraising and Strategic Committees helping raise over \$315,000 in donations since inception and laying groundwork for the future operation of the chapter

## contact information:

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[www.hroell.com](http://www.hroell.com)

[linkedin.com/in/hroell](https://www.linkedin.com/in/hroell)

## professional skills:

Adobe Creative Suite

Photoshop

InDesign

Illustrator

Premiere Pro

Figma

Microsoft Office Suite

Google Suite

Google Docs

CMS

Wordpress

Wix

Contentful

Makeswift

Bynder

Jira

Typography

Print Design

Logo Design

HTML/CSS

UX/UI Design

Visual Design

Color Theory

Design Thinking

Multitasking

Leader

Collaboration

Time Management

Attention to Detail

Problem Solving

Brand Management

Strategic Marketing Plans

Creative Thinking

Positive Attitude

Teamwork

Adaptability

## memberships:

AIGA

Texas Exes, Lifetime Member

Girl Scouts, Lifetime Member

Scouts BSA

Mended Little Hearts

Murchison PTA

LASA PTSA

Dell Children's Trust