

Heather Porter Art Director & Designer

590 North Dyer Circle, Incline Village, Nevada 89451 (775)832-3771

cell (310)717-0853 heather@hezodesign.com Online Portfolio: www.hezodesign.com

EXPERIENCE

January 2006 to Present

DAILY PLANET MARKETING Art Director & Designer - Freelance

Concept, design and production of promotional materials including brochures, direct mail, web banners, packaging, presentations.

Major clients: **FOX, Weather Channel, SCRIPPS**

1998 to Present

HONEYWELL DMC Art Director & Designer - Freelance

Concept and design of brochures, direct mail, poster, stickers, pocket reference cards, applications, charts, presentations for energy and water efficient programs.

Major clients: **Los Angeles DWP, Long Beach DWP, MEEA, West Basin, Torrance, and Pasadena Water Districts, Save a Buck.**

March 2002 to January 2006

GOLD'S GYM INTERNATIONAL Senior Designer - Marketing Dept.

Produce all marketing materials for 45 corporate gyms. Direct mail, ads, poster, flyers, brochures, sales binders, including internal pieces for all corporate departments.

Produce yearly binder of all materials for Franchisee usage. Create multi platform templates. Implemented Job numbers and organization of graphics department. Vendor relations.

January 1999 to February 2002

DAILY PLANET COMMUNICATIONS Art Director & Designer

Concept and design of ads, logos, brochures, direct mail, presentations and web sites. Direct and supervise all freelancers.

Major clients: **Arthur Andersen, Chevy Trucks**

March 1996 to September 1998

HAAS PUBLISHING COMPANY Graphic Designer

Design and production of 4/C & B/W ads & marketing materials for music industry

BAM Magazine and computer industry **MicroTimes Magazine**.

August 1995 to March 1996

WILD H CREATIVE Art Director & Designer

Concept and design of ads, posters, entry forms.

Major clients: **US Ski Team, Pedigree, Uncle Bens.**

December 1990 to August 1995

WARNER BROS. RECORDS Art Director & Designer

Design and production of all components for musical releases; including CD, video and soundtrack packaging, advertising and POP merchandising. Press checks.

Daily deadlines, client/vendor relations. Served as Art Director for Air Supply and Little Indian.

1992 to 2006

OTHER EMPLOYERS/FREELANCE CLIENTS

Art Director • Graphic Designer • Web Designer

Advertising, editorial layout, marketing materials, direct mail, brochures, newsletters, logos, web sites.

On The Boulevard Magazine
Overdue Exposure Magazine
Striker Publishing
Heaven Ink Publishing
Mad Macs Communications
ICON America
Secura Key

LA County Dept. of Parks and Rec.
Penmar Rec. & Childcare Center
Hollywood's Legendary Run
Gravity Training
Sno Pro
TLC at Home
Will Rogers Elementary School

EXPERTISE

Team Player
Detail Oriented
Client/Vendor Relations
Self Motivated
Brand Standards
Time Management
Press-Ready Production
Innovative & Conceptual

SOFTWARE

Quark XPress
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Acrobat
Microsoft Word
PowerPoint
Macromedia

EDUCATION

OJAI DIGITAL ARTS CENTER
Ojai, CA
Macromedia Certificate 2001

TRAIN SIMPLE
Santa Monica, CA
Flash Certificate 2001

CAL STATE UNIVERSITY,
NORTHRIDGE
Northridge, CA
Graphic Design
Bachelor of Arts 1988

Fab Jewelry
E-Enterprise Solutions
Compu America
PC Liquidator
Advanced Computer
Aztek Computer
Versa Lock