



Heather Morton

GRAPHIC DESIGNER

ABOUT ME

Hi, I'm Heather! I am a graphic designer based in Phoenix, AZ with 10+ years of experience in print design, social media design, logo design, branding, and UI/UX.

CONTACT



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hmortondesign.com

WORK EXPERIENCE

GRAPHIC DESIGNER | FOREVER LIVING PRODUCTS

November 2018 – Present | Scottsdale, Arizona

- Set global standards and restructured brand guidelines for global marketing teams
- Initiated and designed social media campaigns and posts
- Created website designs, wireframes, and web enhancements (UX/UI)
- Reduced the amount of work sent to an agency by \$100,000 per year
- Designed large format prints for global events and meetings
- Managed timelines and production schedules for overlapping projects

GRAPHIC DESIGNER | CREATIVE LICENSE INTERNATIONAL

August 2018 – November 2018 | Tempe, Arizona

- Signed off on layouts, artwork, photography, and proofs
- Established environmental design strategies
- Read and scaled CAD drawings to position artwork
- Worked with vendors and managed press checks

GRAPHIC DESIGNER | YEAGER MARKETING

October 2012 – August 2018 | Phoenix, Arizona

- Worked collaboratively with project managers, art directors, and web developers to deliver designs to clients
- Utilized brand guidelines for various clients
- Created direct-mail packaging with variable data and die-cut pieces
- Designed email nurture campaigns with custom landing pages

EDUCATION

UNIVERSITY OF ARIZONA | Tucson, Arizona
2008 – 2012

Bachelor of Fine Arts
Visual Communications/Graphic Design

SOFTWARE

ADOBE CC SUITE

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe Acrobat

PRESENTATION TOOLS

- Microsoft PowerPoint
- Keynote
- Canva
- Prezi

PROJECT MANAGEMENT SYSTEMS

- Monday.com
- Asana
- Mavenlink

INTERESTS

BIG BROTHERS BIG SISTERS OF AMERICA

February 2015 – Present

Mentor to a sweet, young girl through the Big Brother Big Sister program. Coordinated activities at least twice per month.

NEIGHBORHOOD COMEDY THEATER

January 2014 – Present

Member of an improv troupe performing in comedy shows several times per month.