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Graphic Designer | 425.443.9024 | marciheider@gmail.com | LinkedIn.com/in/marciheider

Experience

Microsoft through Wimmer Solutions

Graphic Designer September 2021 - November 2021

Graphic Design support for global team within Microsoft. Design executive level presentations. Design and maintain SharePoint website. Ensure visual consistency across materials.

Be Wild Games

Marketing Manager & Visual Designer July 2021 - current

Design branding for company and games. Manage and design social media and marketing materials. Design and maintain website. Visual design and public relations. Meme queen (probably).

RH2 Engineers

Graphic Designer October 2019 - September 2021

Created branding for subsidiary company, including logo design, website, and brand elements. Implemented custom icon library. Designed unique creative content for website, social media, and print. Copy writing. Video creation, including animation. Photo manipulation. Print design including brochures, banners, documents, etc. Social Media strategy and implementation. Managed website content. Managed relationship with 3rd party marketing vendor, aligning goals and implementing quality standards. Supported 8 offices across the Pacific Northwest in graphic design needs. Managed design files for team. Took headshots as needed.

D.R. Horton

Lead Graphic Designer | West Region March 2019 - October 2019

Lead graphic design creative within small but powerful marketing team. Collaborated with team including other graphic designer. Delegated tasks within graphic design team. Managed timeline and deadlines. Facilitated creative delivery to vendors.

Regional Graphic Designer August 2017 - March 2019

Designed marketing materials for the 13 markets across the West Region including billboards, web banner ads, print material, train wraps, campaign graphics, etc. created first animated GIFs used for ads. Designed logos for new communities. Wrote marketing emails via CRM, strategized segmentation. Minor video editing. Managed website and built landing pages via Sitecore with creative problem solving.

Minuteman Press of Redmond

Sr. Graphic Designer March 2017 - October 2017

Designed custom graphics. Created brochure layouts. Designed business cards, banners, signage. Managed workflow. Marketing campaigns. Variable data. File handling. Copywriting.

Meng Analysis

Marketing Coordinator August 2016 - February 2017

Designed custom graphics. Copywriting. Created website skin. Created brochure layouts. Designed banners. Created proposals. Marketing material.

PIC Trust Company

Graphic Designer/Operations April 2014 - August 2016

Rebranded company. Designed logo, brochures, business cards, banners, website skin, stationary cards. Variable data. Document handling.

Freelance

Graphic Designer July 2009 - (current)

Design merchandise with over 500 sales on Redbubble store. Created custom graphics, marketing materials, illustrations, merchandise, website skins, email marketing template designs for clients. Designed logos, packaging, card designs, splash pages, UX, social media, etc. for indie games, both print and video games.

Expertise

Graphic design
Photography and Photo manipulation
Iconography
Layout
Motion Graphics
Trained in traditional art, including acrylic, graphite, chalk
Superb organizational talent
Excellent written and visual communication skills
Journalism background
Copywriting and editing

Programs

Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Premiere
Adobe Audition
Adobe InDesign

Specialties

Layout	Branding
Motion Graphics	Iconography
Design	Video Editing
Typography	Infographics
Photo Manipulation	Traditional Art
Digital Art	Audio Editing

Education

B.S. Media Communications 2015
Full Sail University, Florida
A.S. Computer Graphics 2012
Indiana University Purdue University, Indianapolis



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