



# Heather Walters

## Creative Designer

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### EDUCATION

Master of Science in Digital Marketing

Full Sail University, Winter Park, FL

Bachelor of Fine Arts in Graphic Design

Radford University, Radford, VA

### PROFESSIONAL SUMMARY

Innovative and versatile Creative Design Director with over 20 years of experience in shaping impactful visuals and crafting engaging experiences across diverse platforms. Proven track record in leading design teams, managing complex projects, and delivering high-quality creative solutions that align with brand standards and strategic goals. Adept at interpreting client needs, troubleshooting design problems, and stewarding brand identities.

### CORE COMPETENCIES

- Creative Team Leadership
- Brand Strategy & Management
- Multi-platform Design (Print, Digital, UI/UX)
- Project Management & Client Relations
- Educational Game Development
- Adobe Creative Suite Expertise

### TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) | Figma | Keynote | WordPress | HTML/CSS | Mac & PC

### PROFESSIONAL EXPERIENCE

#### Owner & Creative Director | The Trillium Collective, LLC | 2021 - Present

- Spearhead creative strategies for diverse clients, including small businesses, large corporations, and higher education institutions.
- Deliver high-impact marketing collateral, presentations, user interfaces, and multimedia experiences that drive engagement and achieve client objectives.
- Manage all aspects of creative projects from concept to production, ensuring adherence to brand standards and deadlines.

#### Creative Services Manager | Foot Levelers, Inc | 2017 - 2021

- Led and mentored a team of designers, overseeing creative output from concept to production.
- Analyzed projects throughout the development process, evaluating design quality and brand alignment.
- Implemented workflow improvements that enhanced efficiency and output quality.

#### UI Designer/Creative Project Manager | New River Community College | 2010 - 2017

- Managed student teams in developing over 20 published educational games for Apple devices.
- Created comprehensive design assets including storyboards, in-game art, animations, and user interfaces.
- Ensured compliance with Virginia Standards of Learning while maintaining engaging and effective designs.

#### Multimedia Designer | NASA Langley Research Center & Radford University | 2017

- Collaborated on a high-profile project celebrating NASA Langley's centennial.
- Produced a 10-minute motion graphics video using Adobe After Effects and Premiere, showcasing archived footage and photos.
- Delivered a compelling visual narrative that accompanied live performances at the Ferguson Center for the Arts.