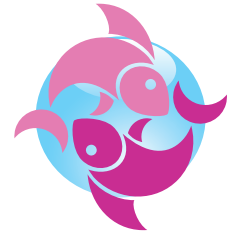


Heather McCarron

Graphic Designer



618.528.0077

heather@hezmaccreative.com

www.hezmaccreative.com

2213 S. 12th Street

St. Louis, MO 63104

{Objective}

Highly motivated graphic designer with over 5 years of experience in print and web/interactive design. Possesses strong background in marketing, pre-press and sales. Seeking a position with an organization requiring innovation and excellence in creativity.

{Experience}

Hezmac Creative, St. Louis, MO

Aug. 2008 – Present

Freelance Graphic Designer & Owner

- Provide clients with a reasonably priced alternative to deliver their marketing messages via creative designs for various media.
- Advise clients on marketing activities to help them stay within budget.

Commercial Letter, Inc., St. Louis, MO

Sept. 2007 – Mar. 2010

Graphic Designer

- Saved company money by establishing Creative Department and providing in-house design services.
- Helped increase sales through addition of creative services to clients and accompanying Account Executives on sale calls.
- Provided extra resources during busy spurts by setting up Graphic Design Internship and mentoring student designers.
- Helped meet production deadline by filling in for pre-press area as needed to keep presses running.

Henry Printing, Inc., Carbondale, IL

Jul. 2004 – Aug. 2007

Graphic Design & Pre-press

- Allowed company to save money through smaller staff by learning multiple job functions.
- Increased customer awareness by creating company website.
- Worked directly with clients to create effective design solutions.

SIUC Recreational Sports & Services, Carbondale, IL

Jan. 2005 – May 2007

Graduate Assistant – Marketing Department

- Supervised student graphic designers helping them gain real-world work experience.
- Aided Director of Marketing with day-to-day activities freeing him up to focus on larger projects.
- Initiated upgrade of hardware and software to better accommodate incoming design requests.

Craig Williams Creatives, Pinckneyville, IL

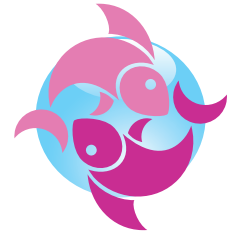
May 2003 – Aug. 2003

Graphic Design Intern

- Provided company with extra design resource while improving skills in creativity, file management, speed and accuracy.
- Increased productivity to help company make weekly ad quota by working on evening shift team.

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{Education}

Southern Illinois University, Carbondale, IL

Aug. 2004 – May 2007

Master of Business Administration

- Specialized in Marketing & Management.
- 3.800/4.000 GPA.

Southern Illinois University, Carbondale, IL

Aug. 2000 – Aug.2004

Bachelor of Fine Arts

- Graphic Design Specialization; Minors in Art History and Journalism.
- 3.595/4.000 GPA; Graduated Cum Laude.

{Capabilities}

- Excellent organizational skills; able to manage multiple projects.
- Pre-press and production experience.
- Expert problem solving skills with timely creation of solutions.
- Effective communication skills; experience working with clients and vendors.
- Knowledge of various marketing activities and business concepts.
- Experience managing other designers.

{Software Skills}

- Proficient in Adobe InDesign, Photoshop, Illustrator, Dreamweaver, Fireworks, Acrobat (CS4 & earlier), QuarkXPress, Microsoft Office applications (Word, PowerPoint, Excel).
- Proficient in Flash (limited experience writing ActionScript 3).
- Proficient in HTML/XHTML, CSS; knowledgeable in JavaScript.
- Able to work on both Macintosh and Windows platforms.

{Awards}

- April 2007 – Asthagiri Chandra Sekaran Award for Most Outstanding Woman Graduating in MBA Program.
- April 2007 – Inducted into Beta Gamma Sigma business honor society.
- December 2006 – Liquid Library Annual Design Contest: Outstanding Design Award (brochure division).

{Organizations}

- St. Louis Graphic Design Meet-Ups (active participant).