



## CONTACT

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## EDUCATION

**GRAPHIC DESIGN**  
The Creative Circus  
ATLANTA, GA  
2016-2018

**PUBLIC RELATIONS / SPORT MANAGEMENT, B.S.**  
Heidelberg University  
TIFFIN, OH  
2007-2011

## SKILLS

Illustrator  
Photoshop  
InDesign  
After Effects  
Procreate  
Webflow  
Canva  
Lettering  
Doodling  
Figuring it Out  
Making it Work

# HEATHER GORDON

## GRAPHIC DESIGNER

## PROFESSIONAL EXPERIENCE

### **CREATIVE CONTRACTOR | GIRLHEATHER design LLC - ATLANTA, GA** 2024 - PRESENT

Operates a freelance design business offering branding, web design, social media content, merchandise design & custom creative solutions for a diverse range of clients including individuals, small business & corporate teams.

Manages all aspects of the business, from client communication & creative direction to project execution & delivery, ensuring consistent, high-quality design aligned with each client's goals & brand identity.

### **CREATIVE LEAD | FIZZ - ATLANTA, GA** 2019 - 2024

Handled digital management & creative efforts utilizing WordPress for website maintenance & Adobe Creative Suite, Canva, Procreate, & Microsoft Office for creating visually compelling marketing materials ensuring adherence to brand & quality production standards.

Collaborated actively in focus & design strategy sessions, contributing to research backed ideas & concepts. Created presentations that bring activation ideas to life to secure programs with clients such as Primo Water, JetBlue & Chipotle.

Enhanced team communication & client relationship building through creation of collaborative, efficient reporting materials. Also implemented briefs, creative processes & new tools that improved operational efficiency & quality of work.

#### **Client Work: Primo Water**

*Aiming to enhance consumer awareness of the potential dangers of tap water, & encourage healthier water consumption choices, namely opting for Primo Water.*

Spearheaded the creation & deployment of quirky characters embodying tap water contaminants for educational storytelling. Utilized Adobe Creative Suite & Procreate for character & campaign material design. Coordinated with vendors to produce a themed truck, swag items, & informational cards for public engagement.

Successfully heightened consumer awareness about tap water contaminants, leveraging creative engagement strategies to promote Primo Water as a safer choice for water consumption.

### **GRAPHIC DESIGNER | FIZZ - ATLANTA, GA** 2017 - 2019

### **INSTRUCTOR | CREATIVE CIRCUS - ATLANTA, GA** 2020 - 2021

Taught a senior-level publication design class, covering essential topics such as layout, typography, & imagery for publications.

Utilizing Zoom, I facilitated interactive classes, critiqued student work in real-time enhancing virtual engagement. Provided extensive resources, post-class recaps, & resources aiding comprehension to enhance learning.

Fostered student engagement & collaboration that was met with positive feedback & various student portfolio pieces.