

Heather Zayne

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// EDUCATION

2005 B.F.A. with High Honors from the College for Creative Studies, Detroit MI.

// EXPERIENCE

Art Director of Marketing // Fathead *from* 2016 - current

Direct all art used for marketing such as website material, branding collateral, new product & license promotions and email campaigns. Create graphics for weekly website splashes, social media, and google ads. Manage photoshoots for staged room photography for digital product placement. Code HTML and CSS of website's hero and merchpod blocks in custom CMS as well as animating HTML5 ads. Divise creative briefs for approximately 20-30 campaign projects each month. Lead team of several designers, developers, photographers and email artists.

Senior Designer // Media Genesis *from* 2012 - 2016

In charge of all print & collateral design projects. Web design for nonprofits, hospitals, small business & other large corporations based in custom responsive CMS or Wordpress solutions. Also work with project managers to direct what can be achieved for their clients then work with the creative team of designers & artists to execute the details. Branding with corresponding collateral and occasional logo development have also made its way across my desk.

Head of Art Department // PGN Agency *from* 2009 - 2012

Director of all web design & development projects. Campaign development and design layouts for edgier clients for Harley-Davidson, food industry and medical. Print work and prepress projects such as billboards, catalogs, specialty mailers, magazine ads, menus, doorhangers, flyers & etc. Executed photography and creative direction for food, product and portrait work. Orchestrated creative client kickoff meetings, oversaw design team on all projects as well as trained employees on SEO, web design and social networking.

Senior Designer // Flexi Display Marketing *from* 2006 - 2009

Designed display graphics for corporate tradeshows. Created completely custom awards for fortune500 companies to distribute at ceremonies/ events, handled all designing, updating, SEO, and maintenance on 3 ecommerce websites (20k+ products) as well as managed core creation material for promotional products & advertising, product photography, and led art teams through major projects.

Design Director / Image Retouching Specialist // David Franklin Studios *from* 2006

Photography direction, occasional assistance, intense photographic retouching for automotive advertising.

Graphic Designer // Mays Printing Co. *from* 2005 - 2006

General typesetting, graphic art/design for Metro-Detroit area companies, and layout preparation direct to press. Jobs included everything from business cards to political advertisements and major marketing campaigns.

BioMedical Photographer // Wayne County Medical Examiner's Office *from* 2004 - 2005

Photographing the daily bodies and scenes for identification or case evidence, printing past case images, and designing brochures for educational programs held at the W.C.M.E.

// REFERENCES













Ryan Peralta: Senior Developer
586.709.7413

John Torres: Director of Operations
734.262.0920












Caitlin Edwards: Marketing Executive
248.252.5684

Josh McCallister: Video Designer
586.354.3902

// SKILLS

 Photoshop	
 InDesign	
 Illustrator	
 Dreamweaver	
 Quark	
 HTML - CSS	

// PERSONAL

 Creativity	
 Leadership	
 Organization	
 Team Work	
 Efficiency	
 Weirdness	