

Heather Zayne

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// EDUCATION

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

// EXPERIENCE

Freelance Creative Director // Fuse Technology Group *from* 2009 - current

Direct all commercials with videographer, currently redesigning of website, manage all web assets and print collateral. Devise and implement creative strategies to build brand awareness through digital channels including website, app, eCommerce platforms, and customer relationship management streams.

Art Director of Marketing // Fathead *from* 2016 - July 2020

Directed all art used for marketing such as website assets, branding collateral, new product & license promotions and email campaigns. Created graphics for weekly website splashes, developed new UX/UI for custom CMS, social media, and google ads. Managed photoshoots for staged room photography for digital product placement. Coded HTML and CSS of website's hero and merchpod blocks in custom CMS as well as animating HTML5 ads. Produced creative brief campaign projects and lead large team of several designers, developers, photographers and email artists. Was also responsible for all art direction, website design, offsite photography, branding and product development team lead for Fathead's side company Guild & Grace.

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

Was in charge of all print & collateral design projects. Created hundreds of web designs for nonprofits, hospitals, small business & other large corporations based in custom responsive CMS or Wordpress solutions. Also worked with project managers to direct what can be achieved for their clients then led the creative team of designers, artists, and developers to execute the details of UX/UI of eLearning software and large scale projects. Also handled branding with corresponding collateral and logo development as well as corporate photography. Trained dozens of interns how to design using Adobe Creative suite and interactive web tools such as Webflow.

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

Director of all web design & development projects. Campaign development and designed layouts for edgier clients like 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 and environment art. Created completely custom awards for fortune500 companies to distribute at ceremonies/events, handled all art assets, updating, SEO, and maintenance on three e-commerce websites (20k+ products) as well as managed core creation material for promotional products & advertising, product photography, and led art teams through major projects using 3rd party vendors.

Design Director / Image Retouching Specialist // David Franklin Studios *from* 2005 - 2006

Photography direction, lighting assistance, intense photographic retouching for automotive advertising and historic repair.

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

General typesetting, graphic art/design for Metro-Detroit area companies, minority businesses 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

Photographed the daily bodies and scenes for identification or case evidence, printing past case images for official court prosecution, and designed brochures for educational programs held at the W.C.M.E.

// REFERENCES

Ryan Peralta: Senior Developer
586.709.7413

Pete Sanders: Business Owner
586.214.7383

John Torres: Director of Operations
734.262.0920

Josh McCallister: Video Designer
586.354.3902

// SKILLS

Ps Photoshop 

Id InDesign 

Ai Illustrator 

Dw Dreamweaver 


C UX/UI 

HTML & CSS 

// PERSONALITY

C Creativity 

L Leadership 

O Organization 

T Team Work 

E Efficiency 

W Weirdness 