



HEATHER M. KOCIURUBA

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EXPERIENCE

GEORGE P. JOHNSON, Senior 2D Experience Designer

Austin, TX, April 2015 - Present

Manage collaborative relationships with event management, strategy, marketing and production teams to develop conceptual and practical design solutions for trade shows, conferences and events nationally. Responsibilities include:

- Design and typographic layout of trade booth graphics, handouts, postcards, invitations, easel signs, quick screens and web banners
- Involved in the design and development of strategy presentations to pitch clients on booth design and engagement tactics for IBM tiered events
- Work in conjunction with the creative director to develop improved process and procedures maintaining complex workflow schedules

BROOKFIELD, Graphic/Production Designer

New York, NY, January 2012 - April 2015

Collaborate with marketing/leasing teams to successfully innovate, create and revise custom marketing materials from concept to production in both print and digital media globally. Work included:

- Lead designer executing all marketing materials in the development and grand opening of Brookfield Place New York
- Design and typographic layout of premium brochures, ad campaigns, eblasts, hoarding walls, signage, direct mail, presentations, social media and web banners
- Intricate pre-press, high-end production including attending and sign off at press checks

FREELANCE DESIGNER, Self Employed

New York, NY, June 2005 - Present

Generate corporate identity, promotional materials, invitations, tour floors, commercial windows, conferences and website design

STV INCORPORATED, Graphic/Production Designer

New York, NY, July 2008 - January 2012

An associate of the creative services department designing and producing a wide range of corporate materials in print and digital media

REAL ESTATE ARTS, Graphic/Production Designer

New York, NY, January 2006 - June 2008

Joined the creative department assisting in the design and layout of real estate marketing materials from inception to final product

EDUCATION

PHILADELPHIA UNIVERSITY

BS, Graphic Design Communications, 2005

AMERICAN INTERCONTINENTAL UNIVERSITY

London, England, January - June 2004

VERUS DESIGN, Internship

London, England, March - June 2004

Assisted in the creative department with the design of music packaging, advertising and invitations

PROFICIENCIES

- Adobe Creative Suite
- Adobe Acrobat
- Microsoft Office
- Pre-press production for offset and digital printing
- Adept project management skills with ability to manage multiple projects in a fast-paced, deadline driven environment
- Photography (both digital and manual)
- Photo retouching and color correction
- Proficient in both Mac and PC platforms

ACHIEVEMENTS AND ACTIVITIES

HOW DESIGN LIVE CONFERENCE 2016

THE INNOVATE. MOTIVATE. ACTIVATE AWARD

Award for Creative, Strategic and Fabrication Excellence, 2016

HOW DESIGN LIVE CONFERENCE 2014

HOW 2 TRAINING

InDesign CC Class, Photoshop CC Class, 2014

NOBLE DESKTOP

HTML Email, How to Get Started in Web Design, Introduction to Dreamweaver, 2014

MOGO MEDIA

Dreamweaver CS 5 Class, 2011

AWNY

Member, 2011-2012

ACEC

Diamond Award for Engineering Excellence Award, 2009

PORTFOLIO

coroflot.com/hkociuruba/portfolio