

# heathermckenna

11 south william street, mount prospect, illinois 60056 ▶▶▶ 301.509.3827 ▶▶▶ hmo46@yahoo.com

## ▶▶▶ WORK EXPERIENCE ◀◀◀

**Art Direction/Design: Various Clients:** Art Director/Graphic Designer (freelance), September 2007-Present

- ▶ Provide full scale art direction and design services on a contract basis for companies such as Nickelodeon, National Geographic, Strawberry Shortcake, Random House, and Discovery Communications.

**Nickelodeon**, New York, NY: Art Director, January 2006-September 2007/Senior Designer, September 2004-Jan 2006

Art Directed and designed materials for Nickelodeon, Nick Jr. and Comedy Central off-air Creative Resources.

- ▶ Managed a staff of designers, production artists, and freelance talent.
- ▶ Projects included: Off-air style guides for various network properties, logos, packaging for consumer products, apparel graphics, branded and show inspired products, merchandising displays and inspirational exploratories.

**Allure Magazine**, New York, NY: Senior Graphic Designer, February 2004-September 2004

Designed promotional and marketing materials for the advertising sales department.

- ▶ Projects included: mailings, event invitations and signage, trade show displays, logos and title treatments, in-magazine advertorials, media kit materials, merchandising/sell sheets, and sales materials.

**USA Network**, New York, NY: Graphic Designer (full time freelance), September 2003-February 2004

Designed promotional, marketing, and press materials for the off-air creative services department.

- ▶ Projects included: concept and design of print ad campaigns and press kits.

**Discovery Communications**, Silver Spring, MD: Graphic Designer (full time freelance), March 2002-January 2003

Designed promotional, marketing, and press materials for the off-air creative services department. Focused on a variety of Discovery Networks, including Discovery Channel, Animal Planet, TLC, and Discovery Health.

- ▶ Projects included: concept and design of print ad campaigns, retail signage and displays, outdoor advertising, logos and title treatments, animated web banners, email and direct mail campaigns, various on-air elements, concept and design of press kits, letterhead, event invitations, posters, and promotional premiums.

**Reader's Digest**, New York, NY: Graphic Designer (full time freelance), September 2000-March 2002

Designed promotional and marketing materials for the advertising sales department.

- ▶ Projects included: mailings, event invitations and signage, trade show displays, logos and title treatments, in-magazine advertorials, media kit materials, merchandising/sell sheets, and sales materials.

**Pratt Institute**, New York, NY: Visiting Instructor, Spring Semester 2006

Taught a graduate level course called the Psychology of Visual Perceptions. Course explored how the psychology of sight and perception relates to art and design.

**Elmwood Elementary**, Naperville, IL: Art Teacher, August 1998 -December 1998

**Timber Ridge Middle School**, Plainfield, IL: Art Teacher, December 1998-May 1999

- ▶ Taught art classes to grades K-8.
- ▶ Founded and organized an after school Art Club at both schools.
- ▶ Organized student/community mural project: students created a tile mural for a permanent public display.

## ▶▶▶ EDUCATION ◀◀◀

**Pratt Institute; New York, NY:** Master of Science– Communication Design: Studied graphic design theory and practices

**Denmark International Studies; Copenhagen, Denmark:** Studied graphic design, interior design and architecture

**University of Illinois; Champaign/Urbana, IL:** Bachelor of Fine Arts– Art Education with an emphasis on painting

**Study Abroad; Paris, France:** Studied Painting and Art History.