

# HEATHER C. KEISER

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## OBJECTIVE:

To work in an environment where I have the opportunity to draw, design, and create beautiful and stimulating graphic/illustrative materials in both print and digital media.

## EDUCATION:

**1999-2004 California State University - Long Beach, CA**

BFA in Illustration with an emphasis in Graphic Design Dec. 2004

- Graduated Summa cum Laude

## EXPERIENCE:

**Intercontinental Art - Compton, California**

**Design Assistant (02/08-12/08)**

- Research and Design of new and innovating home décor products/product lines
- Illustration to be utilized in canvas, shadowboxes, and other home décor products

**SourceESB (a subsidiary of Penton) - Irvine, California**

**Associate Art Director (10/05-01/08)**

- Won a **Prima Award** for design and marketing of a mass mailer
- Graphic design of brochures, postcards, books, posters, power point presentations, sales aids, web banners, e-Newsletters and promotional emails, advertisements and other print/digital media
- Checking blue lines, color comps, & completing preflight work before approving for print
- Assisting the lead art director in dealing with 3<sup>rd</sup> parties and creating visual aids for the sales team
- Educated office environment of implementation & operation of Adobe and Microsoft software

**University Print Shop - Long Beach, California**

**Graphic Specialist (08/03-02/05)**

- Graphic design of brochures, postcards, books, flyers, posters and other print media
- Printing to film using an ECRM Mako machine, and then stripping that film for printing plates
- Consulting clients on project design, progress, & press checks
- Assisting printers with bindery

**Freelance Artist**

**Artist (01/00-Present)**

- Illustration, Graphic Design, Web Design, and Murals
- Over the years I have created several band logos, corporate logos, brochures, packaging designs, portfolio websites, pro-bono work, trade show displays, and even murals in upscale homes.

## TECHNICAL SKILLS:

**Software:** Windows OS & MacOS 10 | MS Office | Corel Painter  
Adobe Illustrator, Photoshop, InDesign, Acrobat Professional, Dreamweaver, & Flash CS3  
Quark xpress | Adobe Pagemaker 7 | Adobe Distiller | ToonBoom | 3ds MAX

**Programming Languages:** HTML | CSS

## OTHER SKILLS:

**Fine Arts Media:** Pencil | Colored Pencil | Conte Crayon | Charcoal | Ink  
Acrylic Painting | Oil Painting | Watercolor Painting