

Heather Sun | Graphic Design and Illustration

EDUCATION

Stevenson University

Bachelor of Arts in Visual
Communication & Design

Howard Community College

Associate Degree in
Graphic Design

Rouse Scholars
Honor Society

Phi Theta Kappa
Honor Society

SKILLS

Programs

- **Adobe Creative Suite**
 - Acrobat
 - Illustrator
 - InDesign
 - Lightroom
 - Photoshop
- **Microsoft Office**
 - Excel
 - PowerPoint
 - Word
- **Apple Procreate**

Technical Skills

- Interpersonal communication
- Marketing & strategy
- Project management
- Digital & traditional illustration
- Handlettering & typography
- Photography & editing/retouching
- Creative writing & content creation
- Bilingual (Mandarin Chinese)

WORK EXPERIENCE

CCI Health Services, Graphic Designer

November 2021–Present

- Implementing and maintaining brand consistency across all internal, external, and digital materials following a full organizational rebrand
- Conceptualizing and designing targeted marketing campaigns for three major audiences (patient, donor, and staff)
- Working with program directors to develop sub-brands for medical services, events, and initiatives to improve audience recognition and engagement
- Creating and refreshing public health awareness campaigns in collaboration with program directors
- Designing and managing official merchandise for public campaigns and maintaining CCI's digital storefront
- Produce donor materials, including donor *Purpose* magazine, annual reports, and needs assessments
- Coordinating with external vendors to maintain marketing supply inventory and specialty print needs
- Designing and updating environmental and directional signage
- Designing print/digital ads for medical services and for community outreach events
- Creating and branding internal resources, such as benefit guides, interactive forms, templates, and letterheads

Adventure Theatre MTC, Marketing Manager & Graphic Designer

May 2020–October 2021

- Directed marketing strategy for academy enrollment and production ticket sales, including email, social media, and print campaigns
- Coordinated departmental marketing meetings and analyzed campaign performance for areas of improvement
- Designed advertisements for digital and print publications while managing vendor relationships and coordinating ad placements
- Managed, organized, and updated website using WordPress, including creation of supporting graphics
- Developed branding for digital programming to complement existing visual identity
- Illustrated show posters and promotional graphics, increasing engagement with online programming during pandemic restrictions
- Designed internal communication materials, such as business cards, letterheads, and presentations

National Aquarium in Baltimore, Exhibition & Graphic Designer

July 2019–January 2020

- Designed, produced, and installed new exhibit graphics and signage to enhance visitor engagement
- Updated and maintained signage to meet new brand guidelines and coordinated installation and repair across exhibit spaces