



# HEATHER WILLS

# GRAPHIC DESIGNER

- hwills@hwillsdesigns.com
- Portfolio available at [www.hwillsdesigns.com](http://www.hwillsdesigns.com)

## EDUCATION

### CSU CHANNEL ISLANDS

- Bachelor  
Summa Cum Laude  
August 2011
- Certificate of Digital Media  
August 2011

### MOORPARK COLLEGE

- Associate of Arts Degree  
June 2009

## SKILLS

- Adobe Creative Suite  
(Photoshop, Illustrator,  
InDesign, Dreamweaver,  
After Effects, etc)
- Windows Office Suite
- HTML/ CSS
- Design principles, layout, typography
- Project management & deadline  
adherence
- Print & web design
- Copy writing
- Digital painting & illustrations

## SOFT SKILLS

- Creative thinking & innovation
- Attention to detail & precision
- Strong visual & aesthetic sense
- Adaptability to diverse design styles
- Quick to adapt to new working  
environments
- Effective communication &  
collaboration
- Quick to learn unfamiliar software

## EXPERIENCE

### AUTHOR

Author H.A. Wills • San Diego, CA

July 2017– Present

- Successfully own & operate small business for 7+ years
- Independently wrote & published eight books and two audio books
- Developed strong web presence through positive and active interactions with customers.
- Designed, developed, and produced all materials necessary for business needs, including, but not limited to:
  - Branding (logo, website, business cards, stationary)
  - Book & audio book covers (commercial & special editions)
  - Layout/ formatting of ebook & print books (paperback/hardback)
  - Advertisements & visual graphics for print & web (Post cards, brochures, social media, web ads, etc.)
  - Convention & promotional materials (banners, fliers, table covers, etc)
  - Merchandise (t-shirts, mugs, stickers, tote bags, pins, pens, etc.)
- Worked with third party business for printed products, hosting website, creating audio books, and hosting print on demand products.
- Successfully operate and create content for business's Patreon

### FREELANCE GRAPHIC DESIGNER

HWills Designs • Camarillo, CA

Jan 2010– July 2017

- Worked with small businesses to improve company branding for professional and cohesive marketing.
- Collaborated with start-up enterprises to produce brand and company identity, including but not limited to:
  - Logos
  - Branding guides and templates
  - Print materials (Business cards, brochures, magazine & newspaper ads, promotional products & event materials.)
  - Web presence (custom websites, social media, web ads, etc.)
- Created eye-catching designs & illustrations used for store merchandise
- Example of clients include Canejo Business Boomers, Carnegie Art Museum, CAF SoCal Wing, California State University Channel Islands.

### SENIOR GRAPHIC DESIGNER

Online Management Systems, LLC • Camarillo, CA

Oct 2013– Aug 2014

- In house graphic designer responsible for designing and maintaining 80+ websites
- Collaborated with project manager, operations manager, SEO manager, & company CEO to produce full branding and templates for new and existing projects.
- Overhauled company branding into clean and cohesive design
- Worked with overseas hosting and implementation team for websites

### GRAPHIC DESIGNER

SDG Design • Ventura, CA

Feb 2012– Jan 2014

- Worked directly with author to create interesting and dynamic charts and figures to best communicate complex concepts from anthropology text
- Designed template and layout for anthropology book to maintain an easy to follow experience for the reader.