



Heather Jansen

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Oakland, CA

I make things awesome things and get stuff done. I'm a project manager turned award-winning visual designer with over 7 years experience in building brands and advertising materials. My work is rooted in empathy and finding solutions to my client's problems while keeping the user in mind. Recognized as a proactive, resourceful problem-solver and team leader. Excellent communicator with effective client relationship building skills.

Work Experience

Freelance & Contract Visual Designer • 2015-Present

Various CPG, Wine & Agency Clients • North Bay, CA

- Concept and iterate logos, brand development, and style guidelines.
- Design & production of packaging, editorial layout, websites, social media graphics, advertising, icons, event and trade show graphics, brochures, catalogs, annual reports.
- Copywriting & editing.
- Photograph, source, and retouch lifestyle & product photography.

Graphic Designer • 2018-2020

Fetzer Vineyards • Healdsburg, CA

- Creation of award-winning annual report, *Mapping the Road*, collaboration with team member. Took lead on style, layout, photo treatments, title naming, and copy-editing.
- Conceptualize, design and create digital mockups of new art and packaging for private labels, and brand refreshes.
- Layout and design of retail point of sale, advertising, marketing materials, and PR mailers.
- Web & social media graphics, front end microsite design.

Graphic Designer • 2018

Dry Creek Vineyards • Healdsburg, CA

- Lead creation of new brand positioning through retail POS.
- Managed vendors, production and printing of all print materials.
- Assisted with holiday photo shoot styling.

Graphic Designer / Production Coordinator • 2013-2015

National Geographic Society, Book Publishing • Washington, D.C.

- Combined ten sales catalogs, with various stakeholders and objectives, into two catalogs a year. Responsible for entire process from concept to finished materials, resulting in 30%+ cost-savings.
- Initiated revised work flow processes, including establishment of a Filemaker project tracking database and Digital Asset Management system through Dropbox and internal servers, resulting in 50% efficiency improvement.
- Coordinated creation of over 20 simultaneous projects with internal mid-size team, printers, freelancers, and videographers under tight deadlines, in an agile setting.
- Managed assets and product upload to multiple websites and social media.
- Designed promotional marketing materials, social media & web graphics, event and trade show signage, microsite web pages.

Account Manager / Graphic Designer • 2007-2013

National Geographic Society, International Rights Licensing • Washington, D.C.

- Managed 30+ international accounts by licensing brand and book publishing rights.
- Negotiated contracts and finalized high value sales and annual minimum guarantees.
- Participated in sales presentations, and represented the team at international book fairs.
- Designed catalogs, from concept to print, coordinating with all stakeholders & vendors.
- Designed sell sheets, event signage and booth layouts.

Specialties

Critical thinking
Concepting & iteration
Project management
Working under pressure with
shifting deadlines & priorities

Technical Skills

Figma, Adobe Creative Suite
(Illustrator, Photoshop, InDesign, XD, Premiere, After Effects, Acrobat, Dreamweaver), Sketch, InVision, CSS, HTML, JavaScript, Wordpress, Squarespace, Microsoft Office, Google Docs, Filemaker, Asana, Trello, Dropbox, Google Drive, Miro, Slack

Education

UC Berkeley Extension, Oct. 2020
Certificate: UX/UI/FE Bootcamp

Santa Rosa Junior College, 2017
Certificate: Advanced HTML & CSS

Ball State University, Muncie, IN, 2003
BFA • Graphic Design • Photography

Volunteering

Secretary @ Letter People Sonoma,
Rohnert Park Animal Shelter,
Sonoma Family Meal