

# GRACE M. HERITAGE

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## ABOUT

Results-driven illustrator and graphic designer with experience in marketing, branding, print, and UX design. Highly motivated self-starter with excellent communication and interpersonal skills. Adept at identifying design and marketing opportunities, creative problem solving, and brand management. Intermediate in Korean.

## EXPERIENCE

### **Brand Manager//Paw Bundle//Sept 2017-Present**

- Propose effective advertising/marketing strategies based on sales goals and budgets.
- Accurately and efficiently synthesize brand objectives and marketing messages into cohesive, attractive designs and marketing collateral.

### **Product Marketer//Sparkhouse Publishing//Jan 2015-March 2016**

- Collaboratively designed a variety of marketing materials such as emails, ads, brochures, and landing pages.
- Successfully translated marketing needs into concrete designs for print/digital ads and promotional emails.

### **Brand Manager//CH Films & Photo//Feb 2013-Dec 2014**

- Created identity and developed copy. Designed branding assets, brochures, flyers, packaging, and ads.
- Conceptualized and built unique booths for major events and trade shows under budget.
- Increased web traffic and social media presence by 20%.
- Managed and directed a team of 12 creatives.

### **Visuals Team Leader//Apple//Oct 2012-Jan 2013**

- Managed visuals and new product installs for a high-traffic flagship store.
- Elected to participate in Change Agent, a program initiated by Apple which encouraged positive and innovative changes in customer-facing environments.
- Led workshops in a friendly and professional manner. Regularly requested by students, customers, and clients.

### **Advertising Art Director//World of Wings//Feb 2011-Oct 2012**

- Created various types of marketing pieces, managed company identity, and developed copy.
- Designed attractive, kid-friendly environments such as classrooms, playrooms, and event spaces below budget and on-schedule.
- Managed social media accounts and achieved a strong, visible presence by developing inventive promotions and designing media-rich, relevant content.

### **Lead Animator//Dreamkind//Sept 2010-Feb 2011**

- Designed and developed educational iOS apps and flash-based content for popular children's networks.
- Played key role in designing and animating the Moody Monster's app which achieved two national awards: the National Parenting Center's Seal of Approval 2011 and the National Parenting Publication Award.
- Conceptualized and presented ideas for educational toys and children's furniture for mass distribution in national companies such as Walmart, Target, and Amazon.

## EDUCATION

**2012-2014** Savannah College of Art & Design Savannah, GA— MA Design Management; GPA 3.77

**2004-2009** School of Visual Arts New York City, NY— BFA Illustration

## RECOGNITION

SCAD eLearning Scholarship 2012-2013

SCAD Honors Award 2012

SVA Grant 2004-2009

Chairman's Merit Award 2004