



heather j. clarke • commercial art • graphic design • exhibit design • web design

Heather Clarke

Freelance
Graphic Art and Design

Post Secondary Education

1976	University of Calgary General Studies and Education One Semester (pursued career in Visual Communications, Art and Design)
1995	Trade Show Marketing and Exhibit Management Balley's Hotel, Las Vegas, USA (Certificate)
1996	ACAD (Alberta College of Art and Design) Visual Communications Program Adobe Photoshop I (Certification and Transcript)
1996	ACAD Visual Communications Program Adobe Illustrator (Certification and Transcript)
1997/1998	ACAD Visual Communications Program Communications and Symbols (Certification and Transcript)
1997	ACAD Visual Communications Program Adobe Photoshop II Advanced (Certification and Transcript)
1998	Mount Royal College Continuing Education Electronic Page Layout and PrePress - Quark Xpress (Transcript)

1998/1999	SAIT (Southern Alberta Institute of Technology) Autocad I (Transcript)
1999	SAIT Autocad II (Transcripts)
1999	Autocad III (Transcripts)
1999	Trade Show Marketing and Exhibit Management Balley's Hotel, Las Vegas, USA (Certificate)
1999/2000	AMTC (Applied Multimedia Training Centres) Computer Graphics and Dynamic Media (Diploma and Transcript)
2001/2002	SAIT 3D Studio Max 1 (Computer Animation) 3D Studio Max II (Computer Animation) (Transcripts)

Employment

1976/1979	Creative Associates and Heard Wassman Murray Designers Film Editing and Production Assistant to David Flux, Film Editor
1979/1985	Freelance Graphic Designer Graphic Designer contracted to Imagine That Productions and SMI Info Centres Toronto, Ontario
1986/1989	Display Dynamics Graphic Designer Design of Large Format Graphics and Advertising for Trade Show Exhibits Design and Production of Vinyl Graphics
1989/2000	Nexus Exhibits Graphic Designer and Art Director Design of Large Format Graphics and Advertising for Trade Show Exhibits

2000 to date

H. Clarke - Graphic Design
(Freelance Graphic Design)
Graphic Design and PrePress: Logos, business cards, brochures, signage and interpretive signage, advertising magazines, lure pieces, CD packaging, book covers, 3D and 2D illustrations
Website Design and Production (HTML, CSS and some Javascript)

MacIntosh Computer Software (strong skillset)

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Acrobat
Adobe Flash
Adobe Fireworks
Adobe Dreamweaver
IWorks (Numbers, Pages and Keynote)

Computer Software (limited skillset)

VectorWorks
3D Studio Max

Microsoft Office

Skills & Strengths

I offer a diverse set of skills including extensive experience in several areas of static and collateral marketing material in design, production and press preparation for print and large format graphics. I have designed and prepared press-ready marketing material from magazines, lure pieces, annual reports, magazine and newspaper ads and additionally enjoy designing and coding websites.

While employed fulltime as a graphic designer in an agency, I coordinated and managed my projects, from design to production ready to tracking costs and hours for my employer which proved to be an invaluable asset when launching my own business in June of 2000.

Although I have not been trained in creative writing at a post-secondary level I proved to have a propensity toward it and I have been hired to produce creative writing to accompany my design, specifically for a Bragg Creek lure piece.

The project required I interview the business owners and write their stories to accompany their ads and services, all featured in a lure piece magazine. I enjoyed the experience immensely and the campaign was a huge success.

I work well with committees, as many and most of my experience in business has been working with corporate marketing departments.

Please visit my website portfolio to view few of my projects:

<https://cchost.org/~hcgdi/Portfolio>

Thank you for your interest.