



HEATHER M. NORVALL

norvallheather@gmail.com

heathernorvall.com

EXPERIENCE

ACADEMY OF ART UNIVERSITY *Instructor January 2013 – present*

San Francisco, California

Instructor and course writer for graduate and undergraduate level Web Design & New Media with an emphasis on Visual Design, UI/UX and portfolio building. Also worked closely with department directors and faculty development on creating rubrics and course outlines.

SENDME, INC. *Lead Designer August 2012 – September 2013*

San Francisco, California

Mobile content and media startup. Responsible for all creative produced during that time.

B'STRO *Designer June 2011 – August 2012*

San Francisco, California

Design & advertising agency. Duties included digital & print design, illustration, motion graphics, video production, updating client sites, email development and templating.

FREELANCE

UC BERKELEY AAADS PROGRAM *September 2014 – present*

Berkeley, California

Created invitations, RSVP cards, brochures and programs for a fundraising event hosted by the AAADS (Asian American and Asian Diaspora Studies) Program at UC Berkeley.

CLOUDBASE3 *August 2014 – present*

San Francisco, California

Working directly with the Chief Product Officer to completely revise existing site, including site structure and information architecture as well as the site's visual design. Also working on marketing efforts including direct marketing emails, digital advertising and assets for pitches.

FLINT MOBILE *September 2013 – present*

Redwood City, California

Working with the marketing team to design tradeshow & assorted print collateral, design & develop emails targeting different user groups, and other digital advertising.

SOFTWARE

Photoshop	After Effects	Final Cut Pro	Fontlab Studio
Illustrator	Premiere Pro	Dreamweaver	Microsoft Office Suite
InDesign	Cinema 4D	Logic	

SKILLS

UI/UX	Video production	Print design	Letterpress
Interaction design	Motion graphics	Concept development	Bookbinding
Web design	3D modeling	Typography	
HTML/CSS	Sound editing	Screenprinting	

EDUCATION

ACADEMY OF ART UNIVERSITY *2006 – 2011*

San Francisco, California

Bachelor of Fine Arts from the School of Web Design & New Media



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AWARDS

AAU/NEW MEDIA SPRING SHOW *May 2011*

San Francisco, California

Won first place in the Digital Video category.

SJCMEA LOGO DESIGN SCHOLARSHIP *2006*

Lodi, California

Won first place in the San Joaquin County Music Educators Association's logo design contest.

EXHIBITIONS

WEB DESIGN & NEW MEDIA TV COMMERCIAL *July 2011*

San Francisco, California

A clip of my work was featured in a TV spot for Web Design & New Media. The ad began airing in July of 2011.

AAU/NEW MEDIA SPRING SHOW 2008 - 2011

San Francisco, California

Had work exhibited in the following categories: Digital Video, Motion Graphics, Print & Typography, Digital Photography, Web Design and Campaign & Branding.

References and information on additional freelance clients available upon request.