



**HEATHER M. NORVALL**

*norvallheather@gmail.com*

*heathernorvall.com*

## EXPERIENCE

### **PLAYPHONE, INC** *Sunnyvale, California*

*Manager, Live Ops May 2018 – present*

- Leading an internal design + advertising department, working directly with Product Managers to strategize and execute solutions for marketing needs
- Managing a creative team of contractors: leading weekly group and 1:1 meetings, training to increase their skills, invoice management, and delegation of tasks in order to strategize and create assets based on project needs
- While managing other creatives, continued design and illustration services, as well as code and testing support

### *Marketing Coordinator + Design*

*July 2017 – April 2018*

- Crafted event schedules and promotions for two products in line with their distinct strategic goals, focusing on user retention and satisfaction
- Coordinated execution of promotions across email, landing pages, push notifications, in-app notifications, and social media.
- Continued execution of design assets and original illustrations, as well as coding and testing support

### *Contract Designer + Email Developer*

*June 2015 – June 2017*

- Conceptualizing and designing landing pages, subscription flows, banners, other marketing collateral
- Creation of original illustrations and design for event banners, in-app notifications, push notifications
- Asset management, coding, testing, and scheduling daily marketing email sends to an audience that grew from 75,000 to 125,000 users

### **ACADEMY OF ART UNIVERSITY** *San Francisco, California*

*Instructor January 2013 – present*

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.** *San Francisco, California*

*Lead Designer August 2012 – September 2013*

Mobile content and media startup. Responsible for all creative produced during that time. Projects included UI/UX, designs for landing pages + banners, gif animation for advertising, internal materials, presentation pitch deck materials.

### **B'STRO** *San Francisco, California*

*Designer June 2011 – August 2012*

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



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**FREELANCE**

**UC BERKELEY AAADS PROGRAM**

*September 2014 – October 2017*

*Berkeley, California*

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

**CLOUDBASE3**

*August 2014 – December 2015*

*San Francisco, California*

Worked directly with the CPO and CEO to completely revise existing site, including site structure and information architecture as well as the site’s visual design. Also worked on marketing efforts including direct marketing emails, digital advertising and assets for presentation decks.

**SOLARCITY**

*May – December 2015*

*San Mateo, California*

Worked with the Marketing Manager to create Keynote presentations, web pages and email assets for SolarCity and their subsidiary, SolarBonds.

**FLINT MOBILE**

*September 2013 – December 2015*

*Redwood City, California*

Worked with the marketing team to design trade show & assorted print collateral, design & develop emails targeting different user groups, motion graphics and other digital advertising.

**SKILLS**

Adobe Suite

Premiere Pro

Cinema 4D

Final Cut Pro

Dreamweaver

Logic

Fontlab Studio

Microsoft Office Suite

JIRA

Braze

Sendible

UI/UX

Interaction design

Web design

HTML/CSS

Email Development

Video production

Motion graphics

3D modeling

Sound editing

Print design

Concept development

Typography

Screenprinting

Letterpress

Bookbinding

**AWARDS**

**AAU/NEW MEDIA SPRING SHOW** *May 2011*

*San Francisco, California*

Won first place in the Digital Video category.

**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 available upon request.*