



HEATHER M. NORVALL

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heathernorvall.com

EXPERIENCE

ACADEMY OF ART UNIVERSITY

Instructor | 2013 - present

Instructor and course writer for graduate and undergraduate level Interaction Design department 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.

DRIPDROP HYDRATION

Senior Designer | 12/2022 - 10/2023

- Worked with Creative Services team to produce multi-channel campaigns across content pillars to help build awareness and establish the brand as a trusted voice in the electrolyte and hydration space
- Worked with marketing manager and creative to enhance and optimize business-critical triggered transaction-based communications

NEW SEASONS MARKET & NEW LEAF COMMUNITY MARKETS

Digital Designer | 06/2019 - 12/2022

- Conceptualized and designed emails including weekly communications, offers, and loyalty program notifications for an audience of 200,000+
- Digital work and motion graphics across multiple channels including web, email, social media, digital advertising, and sponsored content packages for local media outlets
- Print, branding and digital work for internal subbrands and loyalty programs
- Helped to coordinate needs from other creatives including photography, illustration, and copywriting

PLAYPHONE, INC

Manager, Live Ops | 05/2018 - 03/2019

- Lead an internal design + advertising department, working directly with Product Managers to strategize and execute solutions for marketing needs
- Managed a creative team of contractors: lead 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

PLAYPHONE, INC (CONT.)

Marketing Coordinator + Design

07/2017 - 05/2018

- 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

06/2015 - 06/2017

- Conceptualized and designed landing pages, subscription flows, banners, other marketing collateral
- Created 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.

SENDME, INC.

Lead Designer | 08/2012 - 09/2013

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

Designer | 06/2011 - 08/2012

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

PAYALT 2019 - 2020

Worked directly with founders develop a brand, then create content across multiple channels including web, mobile, email, and social media.

UC BERKELEY AAADS 2014 – 2017

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.

SOLARCITY 2015

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

CLOUDBASE3 2014 – 2015

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.

FLINT MOBILE 2013 – 2015

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

Wrike

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

EDUCATION

ACADEMY OF ART UNIVERSITY 2006 – 2011

Bachelor of Fine Arts, Web Design / New Media

AWARDS

ACADEMY OF ART UNIVERSITY NEW MEDIA SPRING SHOW May 2011

Won first place in the Digital Video category.

EXHIBITIONS

WEB DESIGN & NEW MEDIA TV COMMERCIAL July 2011

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

ACADEMY OF ART UNIVERSITY NEW MEDIA SPRING SHOW 2008 – 2011

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