

HEATHER BRENNAN BANCROFT

GRAPHIC & UI DESIGNER

Specializing in UI Design, Branding and Content Creation

Helping individuals and companies stand out from competitors by creating visuals that entice.

Phone: (630)297-9571

Plainfield, Illinois, 60586

E: designsbyhbb@gmail.com // www.designsbyhbb.com

COVER LETTER

Dear Sir/Madam,

I wish to apply for the position currently being advertised. Please find enclosed my resume for your consideration.

As you can see from my attached resume, I have over time gained experience in the various industries, and I believe the knowledge and skills built up during this time make me the right candidate for the role. In my role as a Marketing & Design Manager at Service Connection Group, LLC, I have been creating UI Designs, brochures, marketing content, logos, banners, event branding and planning, email marketing, performance reporting, website editing and other communication materials. I am well versed in the Adobe Creative Suite programs, Microsoft Office products, Figma. Sketch and hold a UI Design certification.

Coupled with my enthusiasm and dedication, I am confident that I can bring a level of success with me to your organization. My portfolio can be viewed online at www.designsbyhbb.com.

Thank you for your time and consideration. I look forward to meeting with you to discuss my application further.

Sincerely,



Heather Brennan Bancroft

ABOUT

I'm a creative individual with the experience, skills and knowledge needed, to be able to approach my work with a unique perspective. I take into account my clients and colleagues individual needs and style, to help them achieve their goals creatively and efficiently.

FIND ME ON THE WEB

www.designsbyhbb.com

www.linkedin.com/in/hbrennanbancroft

www.behance.net/designsbyhbb

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ABOUT ME

I am a Graphic & UI Designer with a background marketing. My experience has helped me form a style and technique that is broad and flexible. I have a number of years of experience in digital and print design. I'm currently working full-time and looking for new opportunities in order to keep learning while moving forward in my career.

I started in marketing and eventually went back to school for graphic design, then UI design. I've gained experience in the real estate, construction, financial sectors and entrepreneurial businesses.

Creative projects included:

Visual & Brand Identity

UI Design

Branding

Email Marketing

Web Banners

Digital display ads

Landing pages

Marketing and Event collateral

Event Management

Budgeting

Vendor Contracts

I have worked with a variety of software systems such as - Adobe Creative Cloud suite, Figma, Invision, and various PMS, CRM and other marketing programs. I am resourceful, proactive, and a problem solver. I have a passion for creating fresh, vibrant designs that capture the essence of my clients and colleagues ideas.

I would like to be a part of an organization that has a diverse creative and open-minded staff that push each other to excel personally and professionally.

Sincerely,



Heather Brennan Bancroft

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EXPERIENCE

4/2021- PRESENT **MARKETING & DESIGN MANAGER**
Service Connection Group d/b/a Remote Employee - Wheaton, IL.

Accountable for the full spectrum of Service Connections groups various companies, marketing & design projects. Including:

- Developing the companies branding and identity.
- All creative concepts/content, asset and presentations creation.
- Developing and managing all social media accounts, deploying content to engage our Customer & Advocate base.
- Conceptualizing and driving marketing campaigns.
- Supporting account managers, creation and fulfillment of marketing materials.
- Analysing competition in the market, and all other marketing tasks as they evolve.

2/2022- PRESENT **FREELANCE/CONTRACT GRAPHIC & WEB DESIGNER**

Designs By HBB - Plainfield, IL

My responsibilities include developing creative content a variety of formats for various projects. I create user interface designs for web and mobile, I can create a wide variety of digital and print pieces, I maintain website designs and performing updates to content. As well as, taking on other creative tasks as they evolve. Give me a call so I can help with your next project!

12/2015 - 4/2021 **GRAPHIC DESIGNER**
Brookstone Capital Management - Wheaton, IL

- Bring content to life by infusing type, art, colour, and other graphical elements so that complex financial content is both appealing and understandable; in print and digital formats.
- Serve as design resource internally & externally for a variety of projects, bringing creative vision and technical expertise to each project. Articulate design decisions so it is clear how the design supports the project objectives. Listen and incorporate stakeholder feedback.
- Manage all aspects of the design and production process from concept to final product, including project scoping, brain storming, sketches, Wire-framing, scheduling, and testing with external vendors.
- Deliver compelling design solutions that translate well to mobile, website and social media formats.
- Pro-actively review, refine, and recommend new concepts across websites, mobile and print.
- Coordinate with event planner on event theme and marketing communications and presentations and registration of attendees. Created Events apps within the Cvent & Exp pass event management systems. That included sponsorship Ads and gamification aspects and successful user adaptation rates.

10/2014 - 12/2015 **MARKETING & GRAPHIC DESIGN ASSISTANT**
K. Hovnanian Companies - Naperville, IL

- Supports Sales Directors, with design and content for pre- and post- sales materials related to proposal.
- Work with the Digital Sales Planners and Campaign Analyst team to track current campaigns and build media plans for new ones
- Production of creative and copy for internal email blasts, newspaper ads, mailers, brochures and billboards.
- Assist in the social media marketing by using Hoot-suite to manage and connect with potential leads, home-buyers and other companies relative to the New Home Construction business Facebook and Twitter pages.
- Coordinating website updates with Marketing Manager. Accountable for editing photos for web content.
- Updating home prices regularly and proofing of content on a weekly basis. Accomplishes marketing and organization mission by completing related results as needed.

RESUME

ABOUT ME

I'm a creative individual with the experience, skills and knowledge needed, to be able to approach my work with a unique perspective. I take into account my clients and colleagues individual needs and style, to help them achieve their goals creatively and efficiently.

EDUCATION

2012 - 2014
GRAPHIC DESIGN
The Art Institute of Pittsburgh

2019 - 2020
USER INTERFACE DESIGN
Careerfoundry.com

SKILLS

Adobe Creative Cloud Suite
Figma
Canva
Sketch
Visual + Brand Identity
Digital Design
Print Design
Illustration
Typography
Photo Editing
Sketching/Iterations
User Persona's
User Flows
Wire-framing
Mock-ups
Prototypes
User Testing
Knowledge of HTML, CSS and JavaScript
Event Branding
Event Marketing
Email Marketing & Automation
Customer Service

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CAREER**FOUND**RY



For the successful completion of the CareerFoundry course

UI Design

CareerFoundry proudly awards this certificate to

Heather Brennan Bancroft

The student has covered the following skills in the course

- UI Elements and Hierarchy
- Wireframing and Prototyping
- Design Principles and Heuristics
- Web and Mobile App Design
- Responsive Design
- Principles of Interaction
- UX Fundamentals and User Psychology
- User Testing and A/B Testing
- Creating Design Briefs and Style Guides
- Building a Cohesive Brand

Date of completion

May 28th, 2020

Martin Ramsin

Managing Director