

HEATHER DEKKER

GRAPHIC DESIGNER

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EXPERIENCE

Dexel Creative · Mesa AZ

August 2012 - Present

CO-FOUNDER & GRAPHIC DESIGNER

Collaborate with Clients to build a brand portfolio of logo mark design, typeface for company or product name, compliment fonts, foundation and compliment color scheme, and brand style guide

Printed marketing materials of business cards, stationery, flyers and brochures, presentations, packaging, and trade show displays

Digital advertising including social media branding, social media posts, Facebook advertisements, Mailchimp and Constant Contact email campaigns, and banner advertisements

Wordpress and Shopify website design and mobile responsiveness

Photography touch ups, detail refinement, color correction, colorizing, and photo manipulation

The Ignite Agency / Conservaco LLC · Irvine CA

October 2015 - May 2018

SENIOR GRAPHIC DESIGNER

Full service professional crowdfunding marketing agency specializing in creating and promoting Kickstarter and Indiegogo crowdfunding campaigns, brand identity, and Wordpress digital designs

Lead designer for 33 crowdfunding campaigns with over \$1.6 million funds raised

Brand development for start-up companies including logo, website, and crowdfunding campaign

Worked with over 50+ different clients throughout the time frame at Ignite Agency

VAREP Veteran Non-Profit · Corona CA

June 2013 - October 2015

LEAD GRAPHIC DESIGNER

Rebranded company marketing materials including presentation handouts, flyers, and posters

Designed banners, pop-up displays, and table throws for VAREP events

Designed, created, and updated multiple websites in collaboration with the IT Department

Designed branding and marketing materials for three VAREP national conferences

J&J Creative · Phoenix AZ

February 2015 - February 2018

GRAPHIC DESIGNER · FREELANCE

Designed flyers, posters, banners, brochures, and catalogs for various clients

Utilized Photoshop to manipulate, refine, and simplify imagery based on project requirements

SOFTWARE & DESIGN

Illustrator	● ● ● ● ● ● ● ● ● ●
InDesign	● ● ● ● ● ● ● ● ● ○
Photoshop	● ● ● ● ● ● ● ● ○ ○ ○
Wordpress	● ● ● ● ● ● ● ● ○ ○ ○
Branding	● ● ● ● ● ● ● ● ● ●
Typography	● ● ● ● ● ● ● ● ● ○

EDUCATION

BFA Graphic Design · Minor: Art History · Bloomington IN *Class of May 2013*

INDIANA UNIVERSITY

Dean's List and Academic Excellence Award in Fall of 2012

Indiana University Varsity Softball · BIG 10

Four time letter-winner with Indiana University Varsity Softball

Three time Academic All-BIG 10 Team

Two time Hoosier Award