

HEATHER BRENNAN-BANCROFT

BRAND DESIGNER | VISUAL SYSTEMS & DIGITAL

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Professional Summary

Brand designer with 11 years of experience turning visual direction into a brand people can recognize across everyday materials. Led the ProFeds and FedImpact rebrand before an annual conference, then carried that identity across web, email, presentations, print, and events. Standardized 100+ registration pages and created practical templates and guidelines that keep recurring work connected to the brand.

Professional Experience

Digital Designer

ProFeds, LLC

2023–2026

- Established a cohesive identity for ProFeds and FedImpact before the annual conference by leading the company rebrand from visual direction through finished materials.
- Unified 100+ workshop registration pages by translating brand standards into consistent, reusable WordPress layouts.
- Made the brand repeatable across everyday production by documenting visual guidelines and creating reusable email, social, presentation, and page templates.
- Made complex federal-benefits information easier to understand by pairing clear visual hierarchy with coordinated landing pages, presentations, email, and print.
- Connected conference themes with the wider company identity by developing event materials that carried the brand into the attendee experience.

Marketing & Design Manager

Service Connection Group/Remote Employee BPO

2021–2023

- Established distinct identities for multiple business units and client projects by developing visual direction directly with company leadership.
- Carried each identity into usable marketing materials by translating brand direction into websites, presentations, and print.
- Kept client websites and supporting materials visually connected by combining ongoing website updates, UI improvements, and campaign production.

Graphic Designer

Brookstone Capital Management

2015–2021

- Made complex financial information easier to follow by translating concepts, data, and messaging into presentation decks and printed and digital communications.
- Connected conference branding with the attendee experience by creating event materials and configuring mobile event applications in Cvent and ExpoPass.
- Delivered coordinated web, print, and event materials by carrying designs from initial concepts through stakeholder review and final production.

Core Design Skills

- Brand Identity
- Visual Systems
- Brand Guidelines
- Cross-Channel Design
- Reusable Templates
- Typography
- Composition
- Visual Hierarchy
- Presentation Design
- Information Design
- Digital and Print Production

Tools

- Adobe Creative Cloud
- Figma
- Adobe XD
- Canva
- Affinity Designer
- WordPress
- HTML/CSS
- Fundamentals
- Cvent
- ExpoPass

Education

CareerFoundry

User Interface Design
Certificate 2016

The Art Institute of Pittsburgh

Associate of Science – Graphic
Design
2010