

HEATHER BRENNAN-BANCROFT

SENIOR GRAPHIC & DIGITAL DESIGNER | BRAND, WEB & INFORMATION DESIGN

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SUMMARY

Graphic and digital designer with 11 years of experience connecting brands, websites, presentations, print, and video. Experienced as the sole in-house designer, setting visual direction and delivering the finished work in direct collaboration with leadership, content writers, and SEO specialists. Led the ProFeds and FedImpact rebrand before an annual conference and brought 100+ workshop registration pages into a consistent, reusable visual framework.

EXPERIENCE

Digital Designer | ProFeds, LLC

May 2023 – July 2026

- Established a cohesive identity for ProFeds and FedImpact before the annual conference, carrying the rebrand across websites, presentations, email, print, and event materials.
- Standardized 100+ workshop registration pages through a layout audit and reusable responsive WordPress templates in Thrive Architect.
- Gave recurring campaigns a consistent starting point with reusable page, email, and social templates supported by documented brand guidelines.
- Made federal-benefits information easier to navigate through clear page hierarchy, landing-page layouts, and registration experiences.
- Extended the brands into webinars and short-form video with Premiere Pro editing, lower thirds, and on-screen graphics.

Marketing & Design Manager | Service Connection Group

Feb 2021 – May 2023

- Created distinct visual identities for business units and client projects, translating leadership's goals into websites, presentations, and print materials.
- Connected marketing copy and SEO priorities with finished visual experiences as the team's sole designer.
- Carried client design projects from initial direction through production, including website maintenance, interface improvements, and campaign assets.

Graphic Designer | Brookstone Capital Management

Dec 2014 – Feb 2021

- Clarified financial information through presentation decks and coordinated print and digital communications.
- Connected conference branding with the attendee experience through event materials and branded mobile-app content in Cvent and ExpoPass.
- Delivered finished print materials through stakeholder review, production preparation, and coordination with outside vendors.

SKILLS

Brand Identity & Guidelines • Typography & Layout • Visual Hierarchy • Information Design • Presentation Design • Campaign Design • Responsive Web Design • Wireframing • Landing Pages • Reusable Templates • Email Design • Print Production • Video Editing

TOOLS

Adobe Creative Cloud • InDesign • Illustrator • Photoshop • Premiere Pro • WordPress • Divi • Thrive Architect • PowerPoint • Canva • Affinity • Figma

EDUCATION

A.S., Graphic Design | The Art Institute of Pittsburgh | 2010

User Interface Design Certificate | CareerFoundry | 2016