

HEATHER BRENNAN-BANCROFT

MULTIMEDIA DESIGNER | VIDEO, DIGITAL & BRAND

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Professional Summary

Multimedia designer with 11 years of experience carrying one clear visual identity across video, web, presentations, and print. Produces short-form video and webinars in Premiere Pro and Canva alongside the materials that support them. Led a company rebrand and standardized 100+ registration pages, connecting individual deliverables into a recognizable brand experience.

Professional Experience

Digital Designer

ProFeds, LLC

2023–2026

- Delivered finished, branded short-form videos and webinars by editing footage, arranging sequences, and adding lower thirds and graphics in Premiere Pro and Canva.
- Prepared video content for different publishing formats by adapting layouts and producing platform-specific exports.
- Established a shared visual identity for ProFeds and FedImpact by leading the company rebrand and applying it across video, web, and printed materials.
- Made complex federal-benefits content easier to follow by translating it into coordinated webinar graphics, presentations, social assets, and supporting communications.
- Unified 100+ workshop registration pages by standardizing responsive WordPress layouts and reusable templates.
- Gave recurring content a consistent visual foundation by documenting brand standards and creating reusable assets across channels.

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

- Video Editing
- Premiere Pro
- Post-Production
- Short-Form Video
- Webinar Content
- Lower Thirds
- Digital Graphics
- Presentation Design
- Brand Implementation
- Print and Digital Production
- Reusable Assets

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