



Heather Brennan-Bancroft

DIGITAL DESIGNER

Professional Summary

Digital Designer with 10+ years of experience creating intuitive experiences across web, print, branding, and event environments. Skilled at transforming complex information into clear, user-friendly layouts through thoughtful design systems, WordPress websites, and visual communication. Experienced collaborating with cross-functional teams to build scalable templates, strengthen brand consistency, and deliver polished creative solutions from concept through production. Passionate about creating meaningful, accessible design that helps people better understand and navigate information.

Professional Experience

Digital Designer

ProFeds, LLC | May 2023 – July 2026

- Designed user-focused digital experiences across websites, landing pages, educational resources, and branded marketing materials for ProFeds and FedImpact.
- Improved the usability and visual consistency of WordPress websites by standardizing layouts, templates, and design components using Divi and Thrive Architect.
- Created scalable design systems and reusable assets that streamlined production and maintained brand consistency across web, print, email, and event materials.
- Partnered with cross-functional teams to communicate complex federal retirement information through accessible, visually engaging design solutions.
- Supported company initiatives through conference branding, presentation design, digital advertising, and marketing collateral from concept to production.

Marketing & Design Manager

Service Connection Group | 2021 – 2023

- Led branding, marketing, and creative direction across multiple business units and client projects.
- Designed websites, marketing materials, presentations, print collateral, and digital assets supporting business growth.
- Managed website updates, UI improvements, and creative production for ongoing client initiatives.
- Collaborated directly with leadership to develop cohesive visual identities and user-focused communications.

Graphic Designer

Brookstone Capital Management | 2015 – 2021

- Designed print and digital communications that transformed complex financial concepts into accessible visual experiences.
- Managed projects from concept through production, including wireframes, presentations, print collateral, websites, and event materials.
- Created event branding, conference materials, and mobile event applications using Cvent and ExpoPass.
- Collaborated with stakeholders and vendors to deliver polished creative solutions across digital, print, web, and event platforms.

DesignsbyHBB.net

DesignsbyHBB@gmail.com

linkedin.com/in/hbrennanbancroft

Plainfield, IL

(630) 297-9571

Core Design Skills

Visual Design

- Brand Identity
- Design Systems
- Typography
- Layout & Composition
- Print Design
- Digital Design

Web & UI

- Responsive Web Design
- WordPress (Divi & Thrive)
- Wireframing
- UI Mockups
- User Flows
- Accessibility Fundamentals

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