

HEATHER BRENNAN-BANCROFT

GRAPHIC DESIGNER | BRAND, DIGITAL & PRINT

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PROFESSIONAL SUMMARY

Graphic designer with 11 years of experience keeping brands recognizable across the materials people actually use: websites, presentations, email, print, and events. Led the ProFeds and FedImpact rebrand and standardized 100+ registration pages. Takes work from visual direction through finished production, with particular strength in making complex information clear and keeping recurring materials consistent.

PROFESSIONAL EXPERIENCE

Digital Designer

ProFeds, LLC

2023–2026

- Established a cohesive identity for ProFeds and FedImpact before the annual conference by leading the rebrand and applying it across digital and printed materials.
- Brought 100+ workshop registration pages into a consistent visual framework by standardizing WordPress layouts and reusable page elements.
- Made federal-benefits information easier to understand by organizing dense content into presentations, landing pages, email campaigns, and printed materials.
- Gave recurring marketing work an on-brand starting point by developing reusable email, social, and presentation layouts with documented visual standards.
- Carried a consistent conference identity across attendee touchpoints by designing themes, signage, presentations, and supporting event materials.

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

- Graphic Design
- Brand Identity
- Brand Guidelines
- Campaign Design
- Presentation Design
- Print Production
- Typography
- Layout
- Information Design
- Reusable Templates
- Digital and Event Materials

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