

HEATHER BRENNAN-BANCROFT

DIGITAL DESIGNER - VISUAL, BRAND, WEB & UI

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Professional Summary

Digital Designer with 10+ years of experience across brand, web, digital campaigns, presentations, video, print, and UI-focused design. Skilled at translating complex information into clear, engaging experiences through strong visual hierarchy, responsive layouts, scalable design systems, and thoughtful brand execution. Experienced collaborating across marketing, content, leadership, and web teams to deliver polished creative solutions across platforms.

Professional Experience

- **Digital Designer**
ProFeds, LLC | May 2023 – July 2026
 - Led visual design across web, campaigns, presentations, social media, video, email, print, events, and educational initiatives for multiple brands.
 - Improved usability and consistency across a large WordPress ecosystem by standardizing responsive layouts, templates, and reusable UI components in Divi and Thrive Architect.
 - Built scalable visual and digital design systems with reusable components, templates, and documented standards that improved consistency and production efficiency.
 - Created wireframes, responsive layouts, high-fidelity interfaces, landing pages, registration experiences, and digital marketing assets that translated complex content into clear user experiences.
 - Edited branded video in Adobe Premiere Pro and Canva and partnered cross-functionally to deliver cohesive creative while balancing brand, usability, accessibility, and deadlines.
- **Marketing Design Manager**
Service Connection Group | 2021 – 2023
 - Led branding, design, 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 clear, accessible visual experiences.
 - Created presentation decks and supporting visual materials, translating financial information, data, and messaging into polished, easy-to-understand presentations.
 - Managed creative projects from concept through production, including websites, wireframes, print collateral, digital assets, and event materials.
 - Created event branding, conference materials, and mobile event applications using Cvent and ExpoPass.
 - Collaborated with stakeholders and vendors to deliver consistent, polished creative across presentation, digital, print, web, and event platforms.

Core Skills

Visual & Digital Design

- Brand Identity
- Presentation Design
- Visual Storytelling
- Design Systems
- Typography
- Layout & Composition
- Print & Digital Design
- Information Design

Web & UI

- Responsive Web Design
- WordPress (Divi & Thrive)
- Wireframing & UI Mockups
- Accessibility Fundamentals
- Video Post-Production
- HTML/CSS Fundamentals

Tools

- Adobe Creative Cloud
- Adobe Premiere Pro
- Microsoft PowerPoint
- Figma
- Adobe XD
- Canva
- Affinity Designer
- WordPress
- Cvent
- ExpoPass

Education

CareerFoundry

User Interface Design Certificate
2016

The Art Institute of Pittsburgh
Associate of Science – Graphic Design
2010