

HEATHER BRENNAN-BANCROFT

DIGITAL DESIGNER - VISUAL, BRAND, WEB & UI

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PROFESSIONAL SUMMARY

Digital designer with 11 years of experience turning complex information and disconnected layouts into cohesive web and marketing experiences. Unified 100+ workshop registration pages and led the ProFeds and FedImpact rebrand before an annual conference. Combines hands-on WordPress design with reusable page layouts and clear visual hierarchy, giving recurring work a consistent starting point.

PROFESSIONAL EXPERIENCE

Digital Designer

ProFeds, LLC

2023-2026

- Unified 100+ workshop registration pages by auditing and standardizing responsive WordPress layouts in Thrive Architect.
- Established a cohesive identity for ProFeds and FedImpact before the annual conference by leading the company rebrand and carrying it into finished materials.
- Made complex federal-benefits information easier to navigate by designing wireframes, landing pages, and registration experiences around clear content hierarchy.
- Gave recurring website work a reusable foundation by creating page templates and documenting layout and visual standards across Thrive Architect and Divi.
- Connected the website with the wider brand experience by extending the same visual direction into email, presentations, social graphics, print, and conference 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