

Heather Moreira

Multidisciplinary Designer



CONTACT

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EDUCATION

M.P.S.

UX/UI

Maryland Institute College of Art

📅 May 2023

📍 Baltimore, MD

B.A.

Visual Design

Mount Sierra College

📅 2016

📍 Monrovia, CA

TOOLS

Adobe CC
Figma
Airtable
WordPress
Mail Chimp
Shopify

SKILLS

Entrepreneurship
Designing for B2B and B2C
Digital marketing
Project management
Brand execution and management
Process building
Organization
User Experience design
Public Speaking
Teaching and Coaching

VOLUNTEER WORK

*Graphic Designer and Marketing
Manager at Your Service Dog, Inc.
Alaska 10/2022 - 2/2023*

WORK EXPERIENCE

University of Alaska Fairbanks

July 2023 - present

📍 Remote/Fairbanks, AK

- Build/maintain faculty-facing interfaces for data collection and reporting
- Develop new data architecture and process across multiple departments
- Conduct user trainings, testing, and building sessions

Konnected, Inc.

October 2022 - July 2023

📍 Remote/Orlando, FL

- Conduct user research for redesign of web and app platforms
- Design user-centered experiences through print and digital channels
- Create content in form of video, static, and animated graphics
- Update all packaging, includes product photography to print production
- Design for marketing efforts including paid ads, emails, etc.

Goodwill of the San Francisco Bay

February 2022 - October 2022

📍 Remote/San Francisco, CA

- Implementation of new brand including digital and print templates
- Building and structure signage and printed collateral for donation pilot
- In-store collateral like tote bags, tshirts, signage, gift cards, posters, etc.
- Support for internal departments i.e. Marketing, Mission Advancement, Retail, Development, Recruiting, etc.

Reasons to Believe

April 2018 - February 2022

📍 Covina, CA

- Creation, launch, and maintenance of organizations brand
- Digital assets for online name collection on social and other outlets
- Designed weekly e-communications and ads
- Maintained visual brand on new website resulting in more click rates
- Print and digital assets for campaigns and events for internal clients
- Lead and maintained 2 YouTube channel's visual brands
- Worked with Ph.D. scholars on designing scientific figures for books and designed multiple white papers

All Trades Company

October 2022 - present

📍 Remote

- Freelance designer and crafter in Delta Junction, Alaska