

# Heather Sun | Graphic Design and Illustration

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## EDUCATION

### Stevenson University

Bachelor of Arts in  
Visual Communication &  
Design

### Howard Community College

Associate Degree in  
Graphic Design

Rouse Scholars Honor  
Society

Phi Theta Kappa Honor  
Society

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## SKILLS

### Programs

- **Adobe Creative Suite**
  - Acrobat
  - Illustration
  - InDesign
  - Lightroom
  - Photoshop
- **Microsoft Office**
  - Excel
  - PowerPoint
  - Word
- **Apple Procreate**

### Technical Skills

- Interpersonal communication
- Marketing & strategy
- Project management
- Digital & traditional illustration
- Handlettering & typography
- Photography & editing/retouching
- Creative writing & content creation
- Bilingual (Mandarin Chinese)

## WORK EXPERIENCE

### CCI Health Services, Graphic Designer

*November 2021–Present*

- Updating existing materials to abide by rebrand guidelines and ensuring visual cohesiveness and consistency in new materials
- Brainstorming new ideas and marketing strategies to best reach target audiences
- Developing and designing sub-brands for specific medical services
- Developing and designing public health awareness campaigns
- Designing purchasable merchandise and apparel featuring public health awareness campaigns and maintaining digital Bonfire storefront
- Designing branding for new events while refreshing the branding of existing events
- Designing materials for outreach and fundraising events
- Designing internal staff materials (i.e. interactive department forms, employee benefit guides, letterheads, and PowerPoints)
- Designing external patient-facing materials (i.e. patient forms, informational handouts, postcards, and flyers)
- Designing donor materials (i.e. CCI's quarterly *Purpose* magazine, annual reports, and needs assessments)
- Communicating with vendors to maintain a supply of frequently used marketing materials as well as with specialty shops for applicable items
- Designing, maintaining, and updating environmental signage for clinics
- Developing and designing print and environmental ads

### Adventure Theatre MTC, Marketing Manager & Graphic Designer

*May 2020–October 2021*

- Created marketing strategies for academy and show production sales, including coordinating email communication, digital and print advertising, and social media content
- Organized departmental marketing meetings to discuss strategies as well as follow up meetings to review effectiveness
- Organized meetings with third party vendors, independent contractors, and publications
- Creating ads for print publications and digital use
- Formatted external emails using Wordfly and coordinating targeted distribution using Tessitura extraction lists
- Designed posts for social media and coordinating distribution using Hootsuite
- Maintained company website, including designing graphics, restructuring as needed, and general upkeep using Wordpress
- Brainstormed and designed sub-branding that aligned with existing company branding for digital shows
- Illustrated show posters and designed related promotional graphics for stage productions
- Designed internal materials, such as business cards, letterheads, and PowerPoints

### National Aquarium in Baltimore, Exhibition & Graphic Designer

*July 2019–January 2020*

- Managed signage, including installation and repair, updating signage to fit new brand guidelines, and creating new signage to enhance guest experiences
- Designed, printed, and installed new exhibitions