



Heather Parady
heather@heatherparady.com
www.heatherparady.com

Designer / Developer
Skilled - Creative - Diverse

Profile

I am a seasoned designer and web developer with over 14 years of experience. With a foundation of technical diversity, my strength and true passion is in design and creativity. Supporting both sides of client and agency driven environments, I can appreciate the necessity of upholding and maintaining true brand integrity for clients as well as collaborate effectively across various disciplines fulfilling key aspects of a complete project.

Proficiencies

- Creative Direction
- Logo Design
- Promotional Design
- Branding & Identity
- Photoshop
- Illustrator
- Campaign Development
- Strategic Planning
- Print Collateral
- Social Network maintenance
- Front-end Development
- Web Design
- HTML
- CSS
- CSS Animation
- CMS
- Strategy
- jQuery
- Responsive Website Build
- User Experience

Experience

Feb. 2015 - Aug. 2016 - Digital Media Coordinator

Vets To Go

Vets To Go is a mobile veterinary practice with a big community presence and a highly marketed brand. I collaborated in the creation of campaign and event concepts as well as producing all digital and print media. I maintained a strong brand identity across all marketing and media and liaised with industry representatives to uphold brand standards.

Job Responsibilities:

- Website build and maintenance
- Designing and producing print collateral and signage
- Designing and producing branded vehicle wraps
- Designing and maintaining all internal print collateral
- Maintaining quality standards in final products
- Creative collaboration in creating marketing campaigns and concepts
- Copywriting and content fulfillment
- Video editing

Jan. 2005 - Feb. 2015

Sugarbol Designs

Through Sugarbol, my freelance business, I provided graphic design and front end development services facilitating all aspects of the project from conception (creative, strategy, campaign, identity, architecture, front end development, project management) to completion or launch.



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Experience

Oct. 2012 - Nov. 2014 - Designer/Developer, Operational Maintenance

Radius Creative

Radius is a small design and marketing company based out of Calgary, AB., working primarily with startup companies beginning with brand support. Radius specializes in modern website builds with CMS ability,

Job Responsibilities:

- Designing web, identity, marketing and promotional materials
- Developing campaign and promotional strategies
- Collaborating on web/marketing strategies
- Developing websites following industry best practices
- Implementing custom content management systems
- Designing and developing responsive websites
- Developing and maintaining social network campaigns
- Liaising directly with clients, presenting work and managing feedback

Jan. 2003 - Oct. 2005 - Graphic Designer

New Media Lottery Services

NMLS specialized in the development of online lotteries which benefited various charitable organizations. I was responsible for the design and build of various flash based games as well as the websites that hosted them.

Job Responsibilities:

- Creating Illustrations for game graphics
- Building flash game frameworks and implementing graphics
- Developing action script for game animations
- Designing websites for locational charities
- Developing and maintaining websites for lotteries

Mar. 1999 - Nov. 2002 - Art/Creative Director

Fusion Media Group

Fusion Media was a smaller, startup marketing agency where I had the opportunity to grow with the company during a crucial time of the web and digital growth era. I collaborated with a small team of creative designers and developers involved in small and high profile projects such as Bruckheimer films and Mandalay Entertainment.

Job Responsibilities:

- Designing web, identity, marketing and promotional materials
- Developing campaign and promotional strategies
- Developing websites following industry best practices
- Collaborating on web/marketing strategies
- Managing projects and a small team of designers
- Liaising directly with clients, presenting work and managing feedback

Education

Applied Multimedia Training Centre

2000 - 2001

Bishop Grandin High School

1995 - 1997

references available on request