

Heather Gloria
Art Director / Senior Designer

4221 Los Feliz Blvd. Apt 9
Los Angeles, CA 90027

213.949.7153

heathergloria.com



A Little About Me

I started my career as a graphic designer at an outdoor advertising company and early on, won a prestigious "Best of Show" ADDY Award on the regional level, with many more awards to follow.

My 18 years of well-rounded experience assures that I will be an invaluable asset to any creative team whether it be in the sector of Entertainment, Beauty and Fashion, Ad Agency work and/or everything in between.

A little about me ... I'm really down-to-earth and don't mind getting my hands dirty in the creative process. I've been painting and drawing since I was a young child and by combining my traditional art skills and talents with my digital computer skills, I am able to produce designs that possess an exceptional creative edge.

Experience

+ 09.2014 - Present

Art Director
Merle Norman Cosmetics Los Angeles, CA

Direct seasonal model photo shoots: Responsible for theme concept, creating mood boards, selecting wardrobe, lighting backdrops, etc. After the shoots, I select, hire and work with retouchers to color correct and enhance imagery. I then create all of the print and digital collateral material for the season and see it through to the press checks online implementation.

Direct product photo shoots (both seasonal and new products): I select, hire and work with photographers and retouchers to see the product look's vision through until completion, including the retouching process and color matching.

Responsible for creating a new website for the company, since their old one was outdated; it didn't contain live copy and wasn't responsive. Responsible for finding, hiring and working with an outside web production company to develop this new website as well as responsible for making sure it is ready to convert to e-commerce in the near future. Also responsible for working in the backend of the site to make routine banner and product updates.

Hands-on work on digital, print and merchandising projects from concepts through production ... Outside of the run-of-the-mill print and digital work, the projects include packaging, promo items, makeup bags, concepts and graphics for visual merchandising and retail store signage.

+ 02.2014 - 09.2014

Graphic Designer
Disney/ABC Television Group - Radio Disney Burbank, CA

Provided creative executions for on-air, on-line and on-site platforms, including consumer and trade marketing campaigns, digital marketing initiatives, event assets and grassroots marketing efforts.

Developed consumer and trade creative collateral for Disney and Disney/ABC Television Group including Disney Channel, Disney Junior, XD, Parks, Vinylmation, Studio, Marvel, LucasFilm and many more.

Coordinated advertising assets across media technologies and platforms, as well as maintained the archives for all jobs, produced materials and images.

Much of my work was featured for the 2014 RDMA's, including social shareables, digital and print ads, T-shirt designs, ticket designs, and much more, for this primetime TV telecast.

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Education

Graphic Design
School of Communication Arts
Raleigh, NC

Art Studio/Education
Coastal Carolina University - 3.8 GPA
Conway, SC

Gifted and Talented Program
Academy for Arts, Science & Technology
Myrtle Beach, SC

Awards & Recognition

**22 Addy® Awards including a
prestigious Regional Best of Show**

Experience *Continued*

+ 03.2013 - 12.2013

Art Director
JJ Apparel Los Angeles, CA

Helped new company launch by advising their branding and marketing approach.

Developed initial branding, corporate website design, as well as all digital and print ads for main fashion line and up-and-coming fashion lines.

Hired photographers and models and coordinated and directed photo shoots, as well as retouched photos and prepared them for their digital catalog.

Supervised as well as participated in social media updates.

Relied on experience and judgment to plan and accomplish goals for the web team and entire company.

+ 09.2005 - 12.2012

Art Director
The Brandon Agency Myrtle Beach, SC

Performed a variety of tasks in a high-stress, fast-paced advertising agency environment, with intense deadlines.

Managed own accounts and projects, working within budget and scheduling requirements.

Directed photo shoots.

Formulated basic layout design or presentation approach, and specified material details, such as style and size of type, photographs, graphics, animation, video and sound.

Created designs and developed campaigns from conception to completion for agency's clients.

Supervised videographers, photographers, assistants and designers.

Relied on experience and judgment to plan and accomplish goals for the creative team.

A wide degree of creativity, latitude, and concepting skills used and expected to perform job.