

MARY HEIM

WEB & GRAPHIC DESIGNER

As a Senior Creative Designer with over 16 years of experience in the industry, I specialize in graphic and web design, creating compelling visual content for digital and print platforms. I design engaging PowerPoint presentations and manage diverse marketing needs, including email campaigns and social media strategies, to drive brand success. My expertise in user experience design enhances client interactions and satisfaction.

INDUSTRY EXPERIENCE

Senior Graphic & Presentation Designer - Synechron

Feb. 2023 - May 2024 | Charlotte, NC | www.synechron.com

As part of Synechron's global design team, I bring creativity and professionalism to a wide range of graphic design projects, ensuring our visuals are both impactful and polished for internal and external use. Including PowerPoint decks, ebooks, email design, social media graphics, white papers, complex graphics & diagrams and creating strategy redesigns for core brand development. Utilized AI tools and technologies to enhance design workflows, improve efficiency, and deliver innovative solutions in both web and graphic design projects.

- Meticulously reviewing and editing for accuracy, readability, and visual coherence.
- Created custom graphics, charts, and detailed diagrams to help enhance the visual appeal of marketing material & proposals with some of the largest finance institutes worldwide.
- Redesigned company branded material, boosting satisfaction and overall engagement.
- Streamlined design processes, reducing project turnaround time by 25%.

Senior Web & Graphic Designer - Bchex (BIB)

Oct. 2017 - Nov. 2022 | Huntersville, NC | www.bib.com

Led management of traditional and digital branding & identity assets, including cross-channel branding, website design, social media, mobile apps, and trade-show booth print design. Directed core creative projects for comprehensive brand development across marketing deliverables. Collaborated on branding/marketing plans, SEO, and social media strategies, meeting deadlines. Partnered with IT and marketing for engaging brand experiences. Coordinated with marketing to ensure projects stayed on schedule and budget.

- Enhanced visual consistency across digital platforms, boosting brand recognition.
- Analyzed user data to drive redesigns, increasing customer conversions by 15%.

Project Manager & Web Designer - Integritive

July 2016 - Aug. 2017 | Asheville, NC | www.integritive.com

Led multiple web projects and clients through assessment, creative design, development, testing, production, and launch phases. Communicated effectively with clients and coworkers while tracking project progress to ensure deadlines and budgets were met. Conducted client training sessions on custom WordPress content management systems.

- Enhanced visual consistency across digital platforms, boosting brand recognition.
- Developed innovative web solutions to improve client engagement and satisfaction.
- Analyzed project outcomes to increase efficiency and reduce costs for future designs.
- Oversaw website testing, ensuring functional and aesthetic accuracy before launch.
- Mentored junior designers, improving team skills and project outcomes.
- Analyzed user data to drive redesigns, increasing customer conversions by 15%.

Senior Graphic & Web Designer - EMI Network

Dec. 2014 - Sept. 2015 | Cincinnati, OH | www.eminetwork.com

Responsible for creating custom marketing material including website designs, landing pages, print branding material and email marketing campaigns. Continually working with the visual and technical teams to ensure that client goals and requirements are satisfied throughout the entire design and development process.

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Charlotte, North Carolina

SKILLSETS

- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Web Design: CMS Wordpress, Basic HTML/CSS, Figma
- User Experience (UX) Design: Wireframing & Information Architecture
- Powerpoint Presentation Design Layout, Animation & Transitions
- Social Media Design & Email Campaigns (Facebook, Instagram, Tiktok, Mailchimp +)
- Project Management Skills (Software: Asana, Jira, Monday)
- Advanced Typography & Print Layout
- Brand Development & Management
- Photo Editing & Retouching
- Video Creation & Editing
- Creative Direction
- Team Leadership & Mentoring
- Client Consultation
- Problem-Solving & Critical Thinking
- Attention to Detail
- Time Management & Multitasking
- Collaboration & Teamwork
- Adaptability to New Tools & Trends

EDUCATION

2006 - 2008

Advertising & Graphic Design Associates Degree

Western Carolina University
Cullowhee, NC