

Heather Romero

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Graphic Designer

Designer and production artist with over 7 years of professional experience producing consistent, innovative, and modern imagery. Creatively solve problems on both Macintosh and Windows platforms using a skillset that includes 10 years of experience with the Adobe Creative Suite and Microsoft Office. Team player known for swift completion of mockups and final implementation.

Experience

Rambus Inc, Sunnyvale, CA 07/2017 – Present

Graphic Design Specialist

- Works under tight deadlines to design booth imagery in Illustrator, elevating the brand presence at local and international trade shows.
- Maintains and enhances product collateral using InDesign, creating full suite of white papers, ebooks, product briefs and solution overviews.
- Improves style cohesion and consistency by updating icon library, source diagrams, and collateral templates with various tools, including Illustrator, InDesign, PowerPoint, and Word.
- Calls attention to social media presence through creation of eye-catching banners in Photoshop for popular social media services such as Twitter and Instagram.

ProMatch, Sunnyvale, CA 03/2017 – 4/2017

Print Designer

- Called attention to the Magic of Networking Alumni Mixer by conceptualizing and designing themed promotional materials. Created a style guide for event planners.

Ruckus Wireless, Sunnyvale, CA 12/2013 – 10/2016

Web Designer/Developer

- Attracted and delighted followers by conceptualizing and designing banners and other imagery for the Ruckus social media presence.
- Ensured functional and visual consistency across all products through collaboration with development teams.
- Reinforced a modern visual design system for product brochures, booth banners, and other printed promotional materials by collaboration with creative team.
- Enhanced visitor experience and simplified engineer build process by redesigning the Ruckus Support user interface.
- Enabled a smooth launch of a buzz-generating marketing campaign, through quick collaboration with creative team on a key landing page design and deployment.

Yahoo!, Sunnyvale, CA

11/2013 – 01/2014

Production Designer

- Reduced time required for rebranding effort by collaborating with the senior brand specialist, producing and packaging logo lockups for over 40 countries.
- Helped educate new Yahoo Groups users, producing a graphical product tour for 6 locales.

OT Mobility, Campbell, CA

08/2013 – 09/2014

Web Designer

- Worked with client to design a modern landing page for their Spot on Time mobile app. Provided wireframes and drafted visual designs in Adobe Photoshop and Illustrator.
- Animated a product demo with After Effects and Illustrator.

Southern Alberta Institute of Technology, Canada

04/2011 – 06/2013

New Media Specialist

- Created a successful and engaging learning environment for students by illustrating eye-catching, informative diagrams in Photoshop and Illustrator, often within demanding time periods. Coded and pushed finalized courses to learning management system.
- Enhanced lessons through design and development of interactive Flash-based activities and developing interactive exams using Acrobat Pro.
- Created detailed vector illustrations, animations, and ActionScript 3-based interactivity.

Education

Southern Alberta Institute of Technology, Canada

09/2009 – 04/2011

Vocational Degree, New Media Production and Design

- Certified in Adobe Photoshop CS5 and Adobe Flash CS5.

Skills

Product Collateral Design, Trade Show Booth Design, Social Media Graphic Design, Digital Media, UI Design, Illustration, Wireframing, Iconography

Tools

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft PowerPoint, Microsoft Word, Microsoft Teams, ProjectPlace