

## EMAIL

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# Heather Marshall

## EDUCATION

### Lesley University College of Art and Design

Bachelor of Fine Arts,  
Photography

## PROFESSIONAL DEVELOPMENT

### Rhode Island School of Design

Continuing education  
course in HTML and  
CSS, 2014

## TECHNICAL SKILLS

Adobe InDesign,  
Illustrator, Photoshop,  
Acrobat, InCopy, HTML,  
CSS, Microsoft Word  
and Excel. Working  
knowledge of Adobe  
Muse, Dreamweaver,  
and PowerPoint.

## AWARD

Gold Astrid Award,  
January 2009 issue  
of *fresh* magazine

## EXPERIENCE

### Design Manager

*Lumina Datamatics*, Plymouth, MA | March 2010 – December 2013,  
and September 2014 – present

Work directly with educational publishing clients to create print and digital products for the higher education market. Projects range from user interface design of digital learning tools to printed textbooks and course materials. Hired and directed freelance designers and guided offshore designers. Created company marketing materials as needed.

### Freelance Graphic Designer

*Periwinkle Studio* (sole proprietor) | 2004 – present

Provide design services for clients including *Boston* magazine, the American Society of Law, Medicine & Ethics, Community Counseling of Bristol County, Adams Media, and Lumina Datamatics.

### Art Director

*The Pohly Company*, Boston, MA | 2008 – 2009

Managed, designed, and Art Directed several custom publications for clients including Hannaford Supermarkets, Fidelity Investments, and OppenheimerFunds. Conceptualized art needs and communicated expectations to freelance artists. Negotiated fees and terms of use. Directed photo shoots with photographers and stylists. Color corrected photos and reviewed printer proofs.

### Book Designer

*Adams Media*, a division of F+W Media, Avon, MA | 2006 – 2008

Created original interior designs for nonfiction books. Conducted stock art research and manipulation, input editorial corrections into layouts, and packaged files for prepress.

**Senior Designer**, *Cook's Illustrated* and *Cook's Country* magazines  
*America's Test Kitchen*, Brookline, MA | 2004 – 2006

Designed magazine layouts for two bimonthly publications and directed photo shoots with photographers, stylists, and test cooks. Conceptualized illustrations and conveyed ideas for execution to freelance illustrators. Reviewed printer proofs.

**Design/Production Coordinator**, *Harvard Business Review* magazine  
*Harvard Business School Publishing*, Watertown, MA | 2000 – 2004  
Typeset manuscripts into templates, styled text, input editorial copy changes into layouts, and prepared files for prepress.