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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

User Interface Design
CE course, 2016

HTML/CSS CE course,
2014

TECHNICAL SKILLS

InDesign
Illustrator
Photoshop
Acrobat
HTML
CSS
Microsoft Word
Excel

AWARDS

Design Team
Excellence
Award, 2017,
Lumina Datamatics

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

EXPERIENCE

Senior 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 primarily for the higher education market. Projects range from user interface design for digital learning tools to the design of printed textbooks and course materials. Hire and direct freelance designers, guide U.S. designers, and mentor offshore designers.

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, Boston, 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*
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.