

# HEATHER TRUELOVE *creative polymath* She/Her

heathertruelove.com | LinkedIn

*I'm a creative problem solver who loves bringing order to chaos with thoughtful design. I work well in diverse, collaborative teams, and also thrive bringing projects into focus independently. My entrepreneurial mindset is evident in my demeanor, dedication, and genuine desire to be helpful.*

## EXPERIENCE

**Senior Design Strategist** ('22–present)  
Throughline, Inc. • Remote

Applying human-centered design principles and guiding facilitated creative sessions with clients like *Deloitte University* and *Northrop Grumman* to get to the core of their users' needs and execute effective best-in-class visual maps that communicate the CIO strategy across organizations.

**Graphic Design and Digital Media Manager** ('21–'22)  
The Chemours Company • Remote

I remotely built strong professional relationships with a global team of FTEs, freelancers, and agency partners.

I managed large-scale brand campaign development (including a global photoshoot with Covid protocols) with high-profile agencies like *Ogilvy*.

I created both refreshed and net-new designs for public-facing corporate, and internal communications, and for a family of over a dozen brands spanning digital, environmental, and print.

I worked with partners in procurement and HR to refresh vital internal communications pieces and managed translations to create 6-8 different language versions.

I identified dozens of opportunities to keep creative work in-house at significantly lower cost and provide quicker turnaround; over \$300k saved in Q1 2022 alone.

I optimized a massive body of unmanaged creative work and leveraged a neglected \$20k annual investment by mastering their MediaValet DAM solution.

- Completely customized DAM UI to ensure meaningful metadata is connected to properties improving search.
- Developed a file architecture, naming, and coding system to minimize confusion and ensure version control.
- Designed 1:1 and small group training sessions to help all stakeholders learn how to use the DAM to best effect.

**Art Director, Project Manager, IT Liaison** ('15–'16)  
Ace Designs • Bristol, PA

I motivated a group of creatives to come together as a design department. Together, we diversified company offerings to include full-service, brand-compliant design for high-end retail clients. I collaborated with inside sales and production teams to deliver dynamic new offerings from handmade prototypes to finished custom displays. When a lack of tech support was slowing the company down, I negotiated a managed services contract engaging my previous employer. I developed company-wide best practices relating to our tech assets and acted as internal tech support for basic needs, while elevating more complex issues to *radius180*.

**Art Director, Visual Designer** ('12–'15)  
radius180 • Cherry Hill, NJ

I designed websites for the company and our clients. I developed a brand guide and built a complete suite of sales tools. I art-directed a team of app developers, translating client needs, advising on UX, and managing workstreams. I created dynamic project proposals and built rewarding client relationships. I bridged communication gaps between clients and developers to bring a common understanding of client expectations and developer needs. I helped the team understand conceptual goals which empowered them to think creatively and propose a variety of solutions based on their experience rather than “doing what they were told.”

**Art Director, Press Manager** ('06–'12)  
Swift Mailing Services • Bensalem, PA (Now in Bristol)

I established the company's first-ever design department expanding pre-press offerings to include the design of direct mail and print collateral for clients like *WXP* and *Temple University*. I managed all press schedules and a staff of four press operators. I facilitated design strategy sessions with our growth team at client sites to develop on-the-spot solutions to client needs making for a powerful engagement with meaningful follow-up opportunities.

## SOFTWARE

**ADOBE** InDesign • Photoshop • Illustrator • Premiere Pro

**GOOGLE** Workspace Apps • Looker Studio (Analytics)

**DAM, CMS, CRM, EMAIL** MediaValet • WordPress • Shopify  
ConstantContact • MailChimp • ContactMonkey

**MICROSOFT 365** (Designing in) Word • Excel  
PowerPoint Teams • SharePoint

## PROJECT MANAGEMENT & COLLABORATION

Wrike • Workfront • Basecamp • Kantata • Miro

## DESIGN

**PRINT AND CROSS-PLATFORM** Presentations • Collateral  
Visual Identities • Infographics • Social Media Assets • Ads  
Direct Mail • Catalogs • Wayfinding • Exhibit and Event  
Graphics • Books • Templates and Version Control

**DIGITAL** HTML • UI • UX • IT Adroit

**PRODUCTION** Research and Discovery • File and Graphics  
Optimization for Digital Use • Prepress • CNC Vectors  
File Reconstruction • USPS Design Adherence • Digital and  
On-Site Press-Checking • Extensive Materials Knowledge

## LEADERSHIP, PRACTICAL, AND SOFT SKILLS

Thought Partnership • Team Building • High EI  
Process Development • Collaboration • Multitasking  
Project Management • Vendor Management  
Design Thinking • Teaching • Listening • Entrepreneurial  
Identifying / Developing Areas for Improvement

## CLEARANCE

Interim Secret

## EDUCATION

**Studio Art BFA + Art History Minor**  
Rosemont College • Rosemont, PA

Would you like to know more?

