

DESIGNER + ILLUSTRATOR + ART DIRECTOR

Hello, nice to meet you! I'm Heather Van Helmick.

I'm a versatile design professional and typography nerd with a knack for creative problem-solving. I have experience with national campaigns for print production, digital design, and more. My attention to detail, and time management skills help me supervise a team and handle multiple projects!

Professional Experience

2018-PRESENT

GEICO IN WASHINGTON, DC

DESIGN LEAD • 2024-PRESENT

- Direct a team of 2+ designers and freelancers to produce innovative, on-brand creative for GEICO's digital and print campaigns.
- Develop style guides and visual standards to guide internal teams and external agencies in consistent brand representation.
- Manage project workflows, ensuring creative solutions are completed on time, within budget, and exceeded client expectations.

LEAD GRAPHIC DESIGNER • 2022-2024

- Lead the creative development of integrated marketing campaigns, focusing on web, social media, digital display, and interactive content.
- Provide creative direction and feedback to junior designers, ensuring alignment with evolving brand guidelines and industry trends.
- Partner with cross-functional teams to ensure brand integrity and consistency across all visual communication.

SENIOR GRAPHIC DESIGNER • 2020-2022

- Create print and digital collateral, including environmental graphics, large-scale signage, direct mail, envelopes, stationery, and more.
- Collaborate with marketing and content teams to deliver cohesive designs across digital and traditional media platforms.
- Manage multiple projects from conception to completion, maintaining creative vision and project timelines while staying within budget.

GRAPHIC DESIGNER • 2018-2020

- Design digital assets using advanced graphic design software and AI tools.
- Assist in developing creative concepts for marketing campaigns and product launches.
- Adapt designs based on user feedback and data-driven insights for optimization.
- Utilize automation tools to streamline repetitive design tasks and processes.
- Prepare and present design proposals to internal teams and stakeholders.

2014-2018

WHOLE FOODS MARKET IN BALTIMORE, MD

STORE GRAPHIC ARTIST & SIGNMAKER • 2016-2018

- Regularly inspected signage to maintain appealing store environment; ensured all graphics and displays complied with company brand representation and quality standards.
- Effectively communicate promotions, product information, and brand messaging through appealing, on-brand store displays.
- Work with Marketing to align designs with promotional campaigns; coordinate with store managers to understand store needs.

CONTACT ME

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EDUCATION

2016-2018

Graphic Communications

**University of Maryland
Global Campus**

Bachelor of Arts (BA)

2012-2016

Graphic Design

**Anne Arundel
Community College**

Associate of Applied Science (AAS)

SKILLS

DESIGN SOFTWARE

- Adobe Creative Suite (Acrobat, Photoshop, InDesign, After Effects, Premiere Pro, Dreamweaver, Illustrator)

MICROSOFT OFFICE

- PowerPoint, Word, Excel, Outlook, OneNote, Google Suite, Google Slides, Google Sheets

OTHER TOOLS & MISC SKILLS

- Digital Assets and File Management (OneDrive, DAM)
- Project Management Tools
- Figma
- Celtra
- Google Web Designer
- HTML and CSS
- Storyboarding
- Interactive Design
- Responsive Design (UI, UX)
- Animation
- Operating Systems (PC, Mac OS)
- Infographics

AWARDS

- OBIE Hall Of Fame Award Recipient
- School of Motion Animation Bootcamp
- Alpha Sigma Lambda Tau Chapter Honor Society