

# Arwyn Heppard

## Graphic Designer

Creative and performance-oriented professional with exceptional expertise in conceptualizing and implementing engaging graphic and multimedia content across diverse mediums. Known for producing impactful messaging, optimizing print materials and website structure, and offering innovative solutions, ensuring adherence to company branding guidelines. Capable of devising compelling visual experiences to captivate audiences and elevate brand identity. Passionate for leading and collaborating with cross-functional teams to drive project success and achieve organizational goals. Ability to translate client requirements into visually stunning concepts and deliver excellent results. Skilled in company branding, video editing, animations, motion graphics, 3D modeling, and digital designs. Proficient in leveraging various design software.

## Areas of Expertise

- ◆ Graphic & Multimedia Designs
- ◆ Animations & Motion Graphics
- ◆ Creative Designs
- ◆ Content Development
- ◆ Regulatory Compliance
- ◆ Client Service & Satisfaction
- ◆ Relationship Building
- ◆ Company Branding
- ◆ Strategic Planning & Execution
- ◆ Problem Resolution
- ◆ Teamwork & Support
- ◆ Cross-Functional Collaboration

## Career Experience

### Graphic and Web Designer, Fauquier Reaches for Excellence in School Health (FRESH), Fauquier, VA 2022 – Present

Contracted to build and oversee ongoing website content, while providing support in designing presentations for leadership. Create and edit professional development, teacher resources, and event advertisement videos and print materials to maintain cohesive visual representation. Produce dynamic animated openings for incorporation into pre-recorded lessons as well as professional development videos.

- Enhanced engagement and clarity by creating visuals for FRESH's academic content.
- Maximized available data space on Wix platform by reformatting structure of website.
- Executed secure pages for faculty and staff on FRESH's website.
- Improved effectiveness of classroom strategies by devising personalized teacher tools.
- Formulated impactful teacher resources utilized in Fauquier County schools, boosting educational experience.
- Created captivating videos and print materials for FRESH community events and year-end grant presentations.

### Associate/Assistant Manager, Dollar Tree, Warrenton, VA

2018 – 2022

Supervised store funds and property, implementing rigorous protocols to safeguard assets and uphold financial integrity. Orchestrated operations of high-performance sales team within fast-paced setting to drive results and ensure seamless collaboration to meet targets.

- Delivered excellence in customer service communication, consistently providing high-quality interactions to enhance customer satisfaction and loyalty.

## Education

### Bachelor of Fine Arts with major in Graphic and Animation Design | Longwood University, VA (2021)

*Minor in Technical Theatre*

## Technical Proficiencies

Adobe Creative Suite, MS Office Suite, Wix, 3DS Max, Toon Boom Harmony, Clip Studio Paint, Procreate