

HEATHER SHEVITZ

CREATIVE / MARKETING

MOBILE
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EMAIL
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PORTFOLIO
www.heathershevitz.com

EDUCATION
University of Oregon
B.F.A., Graphic Design
Minor in Communications

CERTIFICATION
Design Lab
UX Academy Bootcamp

+ SUMMARY

Innovative and collaborative leader with extensive expertise in design, integrated marketing, brand stewardship, and strategy. I excel in high-level project planning and creative ideation, with a strong emphasis on strategic outcomes. As a dynamic producer, I am dedicated to driving organizational growth and success through effective creative solutions and strategic initiatives.

+ EMPLOYMENT

- 2021

PharmaCann Chicago, IL

2024

Creative Director
- Under the PharmaCann umbrella, the largest privately-owned multi-state cannabis company in the world, I worked with the senior leadership team to rebrand the Verilife and LivWell retail stores, as well as the product brands matter., Magnitude, LivWell flower, Verilife Premium, and #HASH. While leading a team of internal designers, outside agencies, and freelancers I oversaw all of the creative aspects of the business including marketing, retail, merchandise, packaging, social, and web.
- Rebranded retail store look and feel for both LivWell and Verilife brands across all of our 58 stores.
 - Created Omni-Channel campaigns for new products launching in our active states.
 - Rebranded four of our in-house product brands, matter, Magnitude, Verilife Premium, and #HASH
 - Created specialty packaging including: Allman Brothers, Chocolate Bites, Fusion, and FruitTablets.
 - Planned and led the Ryne Sandberg campaign in Illinois for our 40+
 - Created brand books for Verilife, matter., Magnitude, HASH, LivWell
- 2017

NBC Sports Digital | TeeOff.com Chicago, IL

2020

Creative Director
- Led design team and oversaw production of various digital and print assets relatable to demographic for B2C and B2B. Managed and designed UX/UI including conducting user interviews and other UX research. Oversaw design for web and app, advertising, email and social campaigns, as well as video production and print. Led the team hands on and managed projects, mentored designers and served as brand steward. Worked with department leads on all projects.
- Drove 25% revenue increase and establishing TeeOff as one of the fastest growing players in the space.
 - Improved visit-to-conversion rate by 26% while increasing traffic by 27% by:
 - o Creating new consumer focused marketing programs
 - o Redesigning the mobile app which held 60% of our transactions
 - o Led web and mobile app redesigns to more than 33% of Teeoff.com revenue
 - Increased repeat purchasers by 6% in the first four months of our loyalty program
 - Launched and designed online gift-cards and campaign resulting in 36% incremental sales over every gift-card dollar spent
- 2011

City Colleges of Chicago Chicago, IL

2017

District Creative Director
- Managed creative department of a 100,000+ enrolled college sytem while coordinating all projects. Completed a creative rebrand of the entire system. Created and maintained brand identity and trained faculty, staff and administration for correct usage. Served as point person for vendor and client relations, working with external and internal teams to ensure completion of deliverables on time and within budget.
- Partnered with marketing team and senior leadership to develop strategy, traditional and digital media as well as overall plans on lead generation.
 - Worked with and advised executive leadership and architecture firm in the building of Malcolm X College.

+ PROFESSIONAL SKILLS

Creative Direction	Creative Strategy	Team Management	Project Management	Digital Design
UI/UX Design/Management	Adobe Creative Suite	Photoshoot Direction	Agency Management	Vendor Management
Integrated Marketing	Purchasing	Budget Management	Video Shoot/Production	Radio Production

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+ ADDITIONAL EXPERIENCE

- 2009 **HAROLD WASHINGTON COLLEGE** Chicago, IL
2011 **Senior Graphic Designer**
Collaborated with administration, faculty, and staff to develop a cohesive visual identity for the college that effectively appeals to a diverse audience on both aesthetic and psychological levels. I managed teams, oversaw special projects, and coordinated the creation of collateral materials.

Engaged closely with students and student groups to provide guidance and support for their creative projects, fostering an environment of collaboration and innovation.

Spearheaded the procurement and management of LCD screens across the campus, transitioning to digital signage. I then created a full program to implement creative on screen. This strategic shift resulted in significant savings in time, resources, and costs compared to traditional signage methods.
- 2002 **LILYBEE DESIGNS** Chicago, IL
2011 **Graphic Designer/Owner**
Freelanced in the Chicago area, partnering with a prestigious array of individual and university clients.

Developed strategic marketing materials for the Northwestern University Music Department, significantly enhancing their visibility and audience engagement.

Played a pivotal role in several high-profile election campaigns across Illinois, utilizing strategic design to elevate key messaging and drive voter engagement, contributing to their overall success.
- 2003 **UNISYS/GLOBAL SUPPLY ADMINISTRATION** Chicago, IL
2007 **Graphic Designer**
Contracted by the Federal Government's General Services Administration (GSA) to lead the development of an internal design agency. Collaborated closely with the creative team to produce high-impact B2B marketing collateral, supporting both private sector initiatives and key projects within Homeland Security. This role was instrumental in enhancing the agency's outreach and effectiveness in critical areas.
- 2000 **CHAMBERS PRODUCTIONS** Eugene, OR
2001 **Graphic Designer**
Oversaw the design of all print materials and marketing campaigns, managing vendor relationships, proofing processes, and budgeting to ensure the highest quality output. Additionally, provided comprehensive design support for the television and video departments, enhancing visual storytelling and overall production value.
- 1998 **BREWING TECHNIQUES MAGAZINE** Eugene, OR
2000 **Graphic Designer/Production Manager**
Spearheaded the design of advertisements, article openers, promotional materials, and magazine layouts, ensuring a cohesive and impactful visual identity. Oversaw the publication efforts for Brewing Techniques, effectively managing staff to meet critical deadlines and maintain high-quality standards throughout the production process.