

# HEATHER ROSE LEIBY

GRAPHIC DESIGNER & CREATIVE

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LANCASTER, PA / WILLING TO RELOCATE

## EDUCATION

Kutztown University of Pennsylvania

B.F.A. Communication Design | May 2020

Concentrations: Graphic & Interactive Design

Spanish Minor

## SKILLS

Persistent Learner, Team Collaborator, Flexible and Creative Designer, Illustrator, InDesign, Photoshop, Lightroom, AfterEffects, Adobe XD, HTML, CSS, Microsoft Office, Illustration, Custom Lettering, Photography, and Videography

## ACHIEVEMENTS

- Kutztown University Communication Design Graphic Design Award Nominee, 2020
- Sigma Delta Pi Hispanic Honor Society, 2019
- Noteworthy Mention SPD Competition, 2019
- Fine Art Exhibition | McFarland Student Union Gallery, 2019
- 1st Place in Juried Art Show Healing Through the Arts, 2018
- Dean's List, 2016, 2017, 2018, 2019
- McFarland Student Union Employee of the Month, December 2018

## COMMUNITY SERVICE & CLUBS

### AIGA MEMBER | 2017–PRESENT

- Head of Speaker Committee
- Uppercase Mentor for a Font Fellow

### KUCD DESIGNATHON | 2017, 2018, 2019

- Worked as a group to design and print a poster for Kutztown University's Tutoring Center and a brochure for Reading Choral Society
- Acted as group leader in 2019 to design 7 brochures for the Berks County YMCA

### DESIGN RX | KUTZTOWN UNIVERSITY | 2020

- Acted as art director for a Design RX team
- Created a logo, business card, and resume template for our client

## DESIGN EXPERIENCE

### MCFARLAND STUDENT UNION KUTZTOWN UNIVERSITY | KUTZTOWN, PA

*Graphic and Web Designer | January 2018–Present*

- Work remotely and in office to design print and web posters for events, art galleries, and social media
- Design event branding and logos, take photos around the building
- Update social media accounts and website information

### VARIOUS CLIENTS | LANCASTER, PA

*Freelance Designer | January 2017–Present*

- Meet with clients, organize deadlines, communication
- Design logos, branding, illustrations, and animations for clients

### INFANTREE | LANCASTER, PA

*Graphic Design Intern | January 2020–March 2020*

- Created two maps designs to be letter press printed and sold at Ellicott & Co.
- Designed a layout template to be utilized as the Infantrree employee handbook
- Made edits to print pieces such as business cards, brochures, and ads for clients

### FIG INDUSTRIES | LANCASTER, PA

*Graphic Design Intern | June 2019–August 2019*

- Created various print and web graphics for a non-profit organization event and illustrations for internal and social media uses
- Made edits to the Fig Lancaster and Kennett Square magazines
- Designed a package design as a signature project to be utilized as a client gift

## WORK EXPERIENCE

### GREEN GODDESS THRIFTS | LANCASTER, PA

*Owner | April 2017–Present*

- Repair, photograph, model, and sell vintage clothing
- Organize shipment, customer service, manage an online selling platform

### WHITE BRIDGE FILMS | LANCASTER, PA

*Videographer | June 2017–Present*

- Film wedding events, take style shots of details, rings, and the newlyweds

### KUTZTOWN UNIVERSITY | KUTZTOWN, PA

*Info Desk Assistant | January 2018–May 2019*

- Work with students, faculty, and visitors to provide information

### PANERA BREAD | LANCASTER, PA

*Associate | January 2014–January 2017*

- Prepare food, organize orders, clean the kitchen, and provide customer service