

# HEATHER BSMITH

print. web. interactive.

My passion in life is DESIGNING and CREATING print masterpieces, user friendly websites and interactive graphics.

The best way to contact me is:  
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## Summary:

- Comfortable with both Mac and Windows platforms
- Experience using Illustrator, Photoshop, InDesign, Flash, FireWorks, Dreamweaver, Cyberduck, Fetch, Bbedit, After Effects and Final Cut Pro
- Knowledge and experience using XHTML, CSS, ActionScript 2.0 and XML

## Experience:

- Rocket Fuel  
Freelance Designer  
New York, NY  
February 2010 – February 2010
- Designed a social media section for one of their client sites
  - Completed photo research
  - Cleaned up several PSDs and created jpgs for a client presentation
- New York Times  
Freelance Designer for the News Service/Syndication Department  
New York, NY  
June 2008 – January 2010
- Created designs/promote various brands such as NYT Magazine and Martha Stewart
  - Designed yearly catalog and various websites such as, [nytsyn.com](http://nytsyn.com) and [nytweekly.com](http://nytweekly.com)
  - Made sure printed material, websites, online marketing pages and flash banners are current
- Forefront  
Senior Graphic Designer  
New York NY  
November 2007 – April 2008
- Designed the look of each sermon series
  - Designed a marketing campaign that went up around New York City
  - Kept content updated on the website and sent out weekly email blasts
- T-3  
Freelance Designer  
New York, NY  
April 2007 – March 2008
- Worked on projects from conception to development
  - Designed various email templates and Flash banners
  - Prepared content for client presentations

## Education:

- Full Sail University  
Bachelor of Science in Digital Arts and Design  
Winter Park, FL  
2005 – 2007