

HEATHER O'BANION

Strategic Visual Designer

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🌐 heatherobanion.com

OBJECTIVE

Dedicated visual designer looking for opportunities to utilize my strategic design capabilities within a collaborative, professional environment.

EDUCATION

BFA, COMMUNICATION IN DESIGN

Texas State University
August 2012-December 2018

CORE COURSEWORK

Austin Community College
August 2010-June 2012

RECOGNITION

JUDGE'S CHOICE AWARD, FALL 2018

MAE REED | ELECTRONIC ARTS

SKILLS

ADOBE CC

G SUITE

UX/CX

PRINT/DIGITAL DESIGN + PRODUCTION

WEB DESIGN + EDITING

SOCIAL MEDIA CAMPAIGN CONCEPTING

BRAND IDENTITY DESIGN

REFERENCES

SHAUN DOLON

A Founder of Hub Real Estate
970.237.2729 | shaun@hubreal.com

PHILIP HOFELING

A Founder of Hub Real Estate
970.217.6334 | philip@hubreal.com

LAUREL SICKELS

Prior Marketing Designer at Hub Real Estate
720.412.9933 | laurelsick7@gmail.com

EXPERIENCE

Hub Real Estate | Marketing Design Manager March 2022 - August 2023 | Fort Collins, CO

- Helped agents identify their target markets, then develop, design, & promote their personal brands, leading to an increase in lead development & sales.
- Supervised, trained & developed social campaign strategies with the Marketing Designer based on the established company values—in conjunction with market research, which increased social media reach.
- Worked with the Hub Helps committee, Hub's philanthropic sector, to establish a system to track the results of philanthropic efforts in order to direct marketing touchpoints & increase participation.
- Managed & edited a CRM lead capture website, using UX methodology & trained agents on how to use it to capture their leads.
- Worked with the events committee to promote companywide events, with the biggest annual event, Hubapalooza, having the largest turnout in the history of the event.
- Renamed, organized & established an online drive for 6 years' worth of files, leading to increased productivity & efficiency when dividing tasks between myself & the Marketing Designer.
- Established & organized a Project Management System via Asana—increasing work efficiency.

PFLAG | Volunteer Designer

February 2023 - August 2023 | Fort Collins, CO

- Updated their website according to the National rebrand standards, which have led to an increase in website engagement.
- Created & updated the site with event graphics which increased participation & the establishment of safe space awareness within the Fort Collins area.
- Improved SEO, bringing the site to the top of Google when searching for that particular chapter.

Robert Half | Contract Production Designer

April 2019 - March 2022 | Denver, CO

- Proofed & edited web advertising graphics for high profile brands to help maintain positive brand engagement & promote their services.
- Worked collaboratively within a Digital Asset Manager.
- Provided social media ad design services.