

## HEIDI WAGGONER

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### **Marketing and Graphics Manager, Jones Lang LaSalle, 10/11 - Present**

Jones Lang LaSalle purchased previous employer, Pacific Real Estate Partners, Inc. Previous role remains.

### **Creative Director, Pacific Real Estate Partners, Inc., 08/07 - 10/11**

Mentor and inspire associate creative team members' work servicing 40+ internal clients in four offices. Fast-paced, high-volume, high-demand environment. Responsible for meeting all deadlines with success and accuracy. Create, manage, QA and track reporting for corporate site and all project web sites, emails, and brochures. Redefine new look and feel for corporate brand, marketing materials, and client/property marketing. Design creative and intricate dielines for high-end brochures for multi-million dollar marketing materials. Attend all press checks. Design custom responses to RFQs/RFPs and manage content insertion. Build and maintain relationships with local printers as single point-of-contact. Create and manage a website of templates, photos and other graphic elements for affiliated offices to access. Create templates for creative staff to use. Create corporate style and work with staff to follow. Direct photoshoots.

### **Graphic Designer, HouseValues, Inc., 12/05 - 08/07**

Collaborated with marketing, sales, and development team members to drive project success under tight deadlines for digitally produced creative projects from concept to finished product. Special project includes the redesign of homepages.com (a home searching site for consumers) to incorporate a redesign and an enhanced user experience while creating screen designs that generate advertising revenue from agents and retail stores. Designed and coded emails and landing pages that beat industry standards on open and click through rates, built PowerPoint presentations for sales seminars, developed banner ads (Flash and animated gif files) that generated cost effective consumer leads for real estate and mortgage professionals. Other duties included updating web content that adhered to corporate brand and created sales flyers to launch new products or services.

### **Senior Graphic Designer, Hadley Green Creates, 05/05 - 12/05**

From Fortune 500 companies to homegrown companies, I developed identity and brand awareness to deliver higher market share and sales for Microsoft, Onyx, Columbia Bank, Evergreen Hospital, Russell Financial, and The Spirit of Washington Dinner Train. Lead collaborative meetings with clients.

### **Graphic Designer, Coinstar, Inc., 07/03 - 05/05**

My role demanded strict adherence to schedules and budgets as well as frequently giving presentations to senior management team. My responsibilities included creating the corporate stationery redesign for headquarters and six subsidiaries, establishing the brand architecture, logo and brand guidelines along with the redesign of the machine graphics, booth designs, plus B2C and B2B advertisements, and sales collateral redesign.

### **Graphic Designer, College of Arts & Sciences, University of Washington, 06/02 - 09/02**

Worked for Dean of College to redesign the identity and all collateral material for the College of Arts and Sciences. This project included logo and logotype, stationery, quarterly newsletter, on-line newsletter, personal stationery for the Dean, invitations, signage, campus posters and web site.

### **Education**

Bachelor of Fine Arts, Visual Communication Design, School of Art, University of Washington

### **Technical Skills**

Applications: Adobe Creative Suite 5, Microsoft Office 2011

Languages: CSS, familiar with JAVA Script, HTML, XHTML

Platforms: Apple, PC