

# heather sun

GRAPHIC DESIGN & ILLUSTRATION

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## CONTACT

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## EDUCATION

### STEVENSON UNIVERSITY

2017-2019 | Owings Mills, MD

Summa Cum Laude  
Bachelor of Arts Degree in Visual  
Communication and Design

### HOWARD COMMUNITY COLLEGE

2015-2017 | Columbia, MD

Rouse Scholars Honor Society  
Phi Theta Kappa Honor Society  
Associate Degree in Graphic Design

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## SKILLS

- Adobe Creative Suite (Acrobat, Illustrator, InDesign, Lightroom & Photoshop)
- Bilingual (Mandarin Chinese)
- Digital illustration (Apple Procreate)
- Digital photography & photo editing/retouching
- Fine art
- Writing & content creation

## EXPERIENCE

### FREELANCE GRAPHIC DESIGN & ILLUSTRATION

- Branding packages
- Web/social media graphics and advertisements
- Brochures, postcards, and print advertisements
- Custom illustrations

### ADVENTURE THEATRE MTC | ROCKVILLE, MD

*Marketing Manager + Graphic Designer | May 2020-Present*

- **Marketing strategies:** creating marketing strategies for academy and production sales, including coordinating email communication, digital and print advertising, and social media content
- **Email communication:** creating email graphics as well as writing, formatting, and scheduling/distributing company emails using Wordfly and Tessitura extraction lists
- **Print communication:** writing/editing and formatting of company print materials, including promotional advertisements, donor acquisition letters, internal corporate documents, etc.
- **Advertising:** creation of external digital and print company ads
- **Website updates:** creation of website graphics as well as restructuring and general regular upkeep of website using Wordpress
- **Social media strategy:** creating and scheduling/distribution of general communication, promotional materials, and advertisements on Facebook, Instagram, and Twitter using Hootsuite
- **Branding:** creating branded materials, such as business cards, letterheads, and PowerPoints; creating sub-branding as well as updating existing company branding
- **Illustration:** creating custom illustrations and related promotional graphics for shows and productions
- **Interpersonal communication:** organizing marketing meetings between various internal departments as well as external meetings with third party vendors, independent contractors, and publications

### FOUNDRY19/2FOLD COLLECTIVE | OWINGS MILLS, MD

*Visual Communications Intern | February 2019-March 2020*

- Branding and logo design
- Catalogue, and brochure design
- Digital and print advertisements
- Digital and print graphics

### NATIONAL AQUARIUM | BALTIMORE, MD

*Exhibition + Graphic Designer | June 2019-January 2020*

- Managed in-house signage, including signage installation and repair, updating existing signage to fit new brand guidelines, and creating new and/or additional signage to enhance guest experiences
- Designed and installed new exhibitions to increase wildlife conservation awareness and promote early education