

HEATHER PIERSON

Seabrook, TX

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Over 10 years of experience in visual communication and graphic design. Highly collaborative team player, creative leader, and results-oriented with a proven track record of delivering the highest quality projects on time to increase growth.

EXPERIENCE

GRAPHIC DESIGN MANAGER

The Texas Heart Institute | Houston, TX

2022 – 2025

Worked in one of the nation's leading institutions in cardiovascular care, research, and education to provide professional graphic design services for the public and in-house clients. Provided full range of services, including print/digital publication, patient engagement campaigns/marketing collateral with a remarkable 50% new patient growth, increased brand awareness and generated traffic to their websites and social media channels; and involved with significant local, regional, and national collaborations – for example, being a key member of the BiVACOR communications and PR team. Often tasked with high-profile design projects such as annual reports for senior leadership team, and quarterly printed newsletters for donors.

GRAPHIC DESIGN SPECIALIST/CONSULTANT

Texas Heart Institute | Houston, TX

2020 – 2022

Inhouse designer for a leading institution in cardiovascular care, research, and education. Design/layout weekly and monthly newsletters, trained editors on InCopy; as well as review/format graphics and layout articles for the Journal.

PRODUCTION ASSISTANT/CONSULTANT

Texas Heart Institute | Houston, TX

2014 – 2020

Lead coordinator for Grand Rounds, JTW, and RSC communications, produced numerous high-quality scientific articles through a rigorous production process. Head of Journal production; and trained editors and student workers.

EDUCATION

MASTER OF ARTS IN DIGITAL MEDIA STUDIES

University of Houston – Clear Lake

AUGUST 2013

- Member of The National Society of Leadership & Success
 - Student Leadership, Involvement and Community Engagement Servant Leader Scholar Award
 - GPA 3.6
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SKILLS

- Adobe CC – InDesign | Photoshop | Illustrator
 - Increase brand awareness
 - Generate traffic to websites and social media channels
 - Creative leader with problem-solving abilities
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