

Kristian Heuer

Expert in print, responsive and information design

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Employment history

April 2012–present **Senior Graphic Designer** Columbia Threadneedle Investments

- Design/build, development, production and deployment of responsive emails and email templates
- Design/build, development, production and deployment of distribution-ready flash advertisements, animations and other ad-hoc requests for service through third parties and internal clients
- Help create and maintain brand standards for web-based marketing collateral, including email, web advertisements and animations
- Design and production of printed marketing collateral; brochures, fliers, infographics and other ad-hoc graphic design requests
- Create PowerPoint presentations, charts, graphs and diagrams
- Train and develop team members in HTML/CSS and responsive design best practices
- Update and maintain standard marketing collateral on a cyclical and as needed basis
- Help to evolve and maintain new templates that adhere to brand guidelines
- Provide clear direction to production staff
- Ensure compliance with appropriate regulatory agencies and corporate guidelines and regulations
- Update and maintain web-based CMS system inventories for brand resources and email deployment

2/2012–4/2012 **Studio Graphic Designer** Creatis

- Designer of collateral and templated materials for various clients
- Design and production for print and web-based PDFs

11/2011–2/2012 **Contract Project Manager & Production Specialist** Nuveen

- Managed the production of quarterly marketing materials for an internal client
- Design production for print and email
- Data coordination
- Traffic management through compliance and proofreading

8/2011–9/2011 **Contract Production Artist/Designer** Activision

- Designed and managed subsequent edits to time-sensitive materials ranging from product packaging to instruction manuals to vendor sell sheets

8/2010–12/2010 **Interim/Contract Page Designer** Minnesota Premier Publications

- Organized and directed the visual layout of all non-advertising collateral in two monthly publications
- Responsible for finding, editing and placing all images and graphics in relation to individual stories

7/2007–5/2009 **Graphic Designer/Production Specialist** Cenveo

- Primary designer for large hospitality client account responsible for managing all custom print projects and resulted in shorter turn times between order and delivery

Software Expertise

- Adobe Creative Suite – Expert
- Microsoft Office – Expert
- Quark XPress – Expert
- HTML – Advanced
- CSS – Advanced
- Social Media — Advanced

Education

- **Augsburg College '11**
- BA, Communication Studies
(Advertising & Public Relations)