

H e a t h e r M o r e l a n d

7 South Market Street  
Millerstown, PA 17062  
business phone: 717.773.4353  
cell phone: 717.608.3666

website: [www.h2studios.com](http://www.h2studios.com)  
e-mail: [h2@h2studios.com](mailto:h2@h2studios.com)

To Whom It May Concern:

Thank you for your interest in my resumé. I hope you find the following information helpful in your search for a graphic designer of great skill and resourcefulness. I am currently looking for new client relationships and freelance opportunities in the Harrisburg, Pennsylvania area.

As you can see in the following work history, my strength lies in my versatility. In the past twelve years, I have developed a broad range of experience in both the size and type of client, as well as in the scope and nature of projects completed. My familiarity with both print work (logo design, corporate identity, brochures, posters, flyers, magazines and invitations), book publishing (traditional print format, online pdf and Kindle formats) and websites would make me a valuable addition to any company's team.

You can find samples of my work on my website at [www.h2studios.com](http://www.h2studios.com). If you would like more information, need references or wish to schedule an interview, please contact me using the information provided on the left. Thank you for your time and consideration.

Sincerely,

Heather Moreland

Heather Moreland

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website: www.h2studios.com  
e-mail: h2@h2studios.com

Education: **Kent State University**  
**Bachelor of Science & Master of Arts in Visual Communication Design**  
Graduation Date: August 2005  
Areas of Concentration: 2-D Graphic Design, Web Design  
Member of the Honors College, Graduate G.P.A. 3.8

Experience: **Freelance Designer** | *1998 to present*  
**Responsibilities:** I operate my own freelance graphic design company, designing and producing print and web projects for businesses and corporations, including publishing books to traditional printed, online pdf & Kindle formats. In addition to design, I help clients manage their content and provide copy writing and proofreading services as needed.

**Featured Client: Pennsylvania Association of Criminal Defense Lawyers**  
Although I enjoy an ongoing freelance relationship with PACDL, I helped them in a more intensive manner for 12 months in 2006/2007, and again for 17 months in 2008/2009 when they were recipients of grants from the Pennsylvania Department of Community and Economic Development. With these grants they established a Criminal Defense Resource Center with the goal of educating the public about criminal law and constitutional rights. During this time I did research, developed their visual identity, advertised their lecture series across the state, and built and maintained an educational website with a searchable database of criminal cases, articles and audio from the lecture series.

#### **User Interface Designer**

**AmericanGreetings.com** | *January 2000 to September 2001*

**Responsibilities:** I was primarily responsible for the design and upkeep of the user interface of the AmericanGreetings.com brand. I designed and implemented any seasonal changes for the site as well as the interfaces for new site functionality and site membership. Other websites I was responsible for included Kidzonks.com, Icon-O-Rama and our Gay & Lesbian line of cards. I also took care of special promotions such as the Jurassic Park III Sweepstakes, the Grinch, Farewell to Kathie Lee and Shop.org.

#### **Website Designer**

**DigiKnow LLC** | *August 1997 to January 2000*

**Responsibilities:** I did website development from initial design and conception through implementation and maintenance of the completed site. This job required a design aesthetic, a thorough knowledge of HTML and the ability to work closely with a technical team. Clients I was responsible for included, but were not limited to: Jo-Ann Fabrics, Philip + Co., Central Benefits, Fanz.com, C&C Yachts, the Jewish Community Federation, CRE Marcom and the Ohio Lottery.

#### **Graphic Designer**

**Robinson Memorial Hospital** | *December 1995 to June 1997*

**Responsibilities:** I designed and produced printed pieces for the entire hospital network, from initial client contact and idea conception through printing. Projects I worked on included informational brochures, advertisements, letterhead, business cards, invitations and special event programs.

Software: I am proficient with many of Adobe's software packages, including Dreamweaver, Fireworks, InDesign, Illustrator & Photoshop, with growing knowledge in Adobe Flash. My work is currently produced on a Windows operating system, but I also have had experience with Macintosh.