

KALEE HEIKENFELD

graphic designer

INFORMATION

Phone

404.408.2101

Email

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Website

www.kaleeheikenfeld.com

EDUCATION

Bachelor of Fine Arts

Texas Christian University

May 2010, Cum Laude

SOFTWARE SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Edge Animate
- Adobe Dreamweaver
- Microsoft Word
- Microsoft PowerPoint
- Basic HTML
- Basic CSS

ACTIVITIES

TCU Young Alumni

Volunteer

Fall 2016 - Present

International Student Foundation

Volunteer

Fall 2015 - Present

Boil for the Brave

Volunteer

Spring 2015, 2016

Sigma Kappa Sorority

T-Shirt Chair

January 2008 - 2009

Assistant Recruitment Chair

January 2009 - 2010

PROFESSIONAL EXPERIENCE

Graphic Designer

CBRE • October 2018 - Present

- Apply comprehensive knowledge of graphic design software, principles and techniques in creation of projects including RFPs, BPOs, placemats, handouts and more
- Manage multiple large projects at once without compromising design and met deadlines
- Analyze project scope and objectives to ensure the design reflects the vision and goals of the internal and external clients
- Collaborate with fellow designers to share best practices and raise overall team performance
- Conceptualize layout and artwork to support marketing efforts for print and web

Freelance Creative Director

Ready Ritas Margarita Mix • February 2015 - Present

- Design and develop the brand identity, packaging and website
- Create and manage graphics for company website and social media accounts
- Communicate with client to determine marketing and design vision, scope of work and deliverables
- Oversee brand and ensure design consistency across all print and digital platforms

Freelance Designer

Oillogic Essential Oil Care • May 2015 - December 2018

- Worked on a wide variety of print and digital designs, including logos, signage, banners, posters, point of purchase displays, advertisements and packaging
- Utilized Adobe Creative Suite skills to aid with packaging design modifications
- Produced graphics for company website and social media accounts
- Assisted on photo shoots and press checks
- Communicated with team to develop engaging, on brand designs
- Employed organizational and multitasking skills to aid in completion of projects on schedule

Freelance Designer

JB Metro Reality • January 2016 - August 2017

- Created logo and color palette for client
- Employed typography manipulation to enhance company identity

Interactive Designer/Developer

Boxcar Creative • July 2010 - November 2016

- Designed and worked across a wide range of digital platforms
- Produced banners, websites, emailers and brand identities
- Worked in collaboration with copywriters, web developers and other designers
- Generated multiple concepts and ideas for campaigns and projects
- Met with clients to discuss their objectives and goals
- Managed multiple projects or tasks at various times with critical deadlines
- Clients included: Cantina Laredo, Ill Forks, Warheads, bodycology, Cantu

Freelance Designer, Pro Bono

Black Tie Dinner • December 2014 - December 2015

- Worked closely with a team to conceptualize, execute and produce designs across multiple platforms
- Designed ticket packet, flyers, posters, digital images, advertisements and emailers

Freelance Designer

Johnson and Sekin • January 2013 - August 2013

- Was responsible for production of weekly email blasts
- Developed digital ads for varying clients