THOM HEILESON | VISUAL DESIGN

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PROFESSIONAL EXPERIENCE

2019—present · **Senior Communications Designer, PATH**

As part of PATH's Creative Team, collaborate with team and colleagues throughout Communications and External Affairs to lead design for various communications campaigns and deliverables, with a focus on email design, coding, testing, metrics tracking, and management of Campaign Monitor in conjunction with Salesforce and in concert with analysts. Research, resource, and optimize photography selections for communications materials. Execute digital and print design, including for social, web, brochures, and illustration assets, while actively supporting the PATH brand.

2011—2019 · **Multimedia Designer, National Retail Federation**

Worked closely with Marketing team and internal clients to create and execute innovative concepts for a variety of campaigns and projects. Delivered a wide range of distinguished collateral including emails, brochures, digital and print ads, social media assets, reports, and environmental graphics. Designed and maintained custom CMS websites. Developed and elevated organization's brands, resulting in increased event attendance, audience engagement, and advocacy influence.

1999—2011 · **Principal and Graphic Designer, Scopic studios**

As sole proprietor and independent contractor, collaborated with clients to design logos and branding, printed materials, websites and other interactive media, and environmental graphics. Produced and edited robust video content. Created artwork for commercial and curatorial display. Clients include Starbucks, University of Washington, 4Culture, the American Institute of Architects, the Henry Art Gallery, and the Wing Luke Museum.

1999—2002 · **Digital Media Art Instructor, University of Washington**

Designed syllabi and assignments for digital video art, photography, and digital imaging classes. Instructed students in videography and video editing with Final Cut Pro, camera use, Photoshop, and art theory. Led critiques and worked with students to curate exhibitions of completed works.

EDUCATION

Master of Fine Arts	**Bachelor of Fine Arts**	**User Experience Design**
University of Washington	University of Oregon	General Assembly

TOOLS

Adobe Creative Suite/Creative Cloud including Photoshop, XD, InDesign, Illustrator, Premiere, Dreamweaver; HTML and CSS; Microsoft Office; Final Cut Pro; Campaign Monitor; Higher Logic; Wagtail CMS; Drupal

Online portfolios at thomheileson.com/s/SelectedWork.pdf and thomheileson.com