



Heather Miller

DESIGN LEADER / BRAND STORYTELLER

CONTACT



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LinkedIn

EDUCATION & CERTIFICATIONS

- **Bachelor of Fine Arts, Graphic Design**
Edgewood University, Madison WI
- **StoryBrand Certified**
Messaging Guide
- **Meta Social Media Marketing Certification**

AWARDS

Tops Award
Bill Redesign Project
UScellular

VIEW MY PORTFOLIO

See how I bring brands to life...

HMDesynz.com



PROFESSIONAL SUMMARY

Design Leader and Brand Strategist with 15+ years of experience creating cross-platform campaigns, brand systems, and motion graphics that drive customer engagement. Proven record of leading high-visibility projects for national launches, retail campaigns, and digital-first initiatives. Skilled at collaborating with cross-functional partners, shaping cohesive brand experiences, and evolving design systems for consistency and impact. Certified StoryBrand Messaging Guide with expertise in campaign design, content strategy, and emerging creative technologies.

PROFESSIONAL EXPERIENCE

UScellular (acquired by T-Mobile, 2024) | Chicago, IL 2011 – Present

Creative Services Designer

- **Lead omni-channel design** across digital, motion, print, social, and retail, delivering high-impact creative for national campaigns that strengthen brand presence and customer connection.
- **Transform complex strategies** into visually compelling stories that clarify messaging, inspire action, and embody brand voice across every touchpoint.
- **Drive cross-functional collaboration** with marketing, UX, product, and retail teams to ensure cohesive storytelling and consistent brand execution.
- **Develop scalable design systems and toolkits** that accelerate production, maintain quality, and empower teams to deliver faster without sacrificing creativity.
- **Mentor and inspire creative talent**, elevating team output quality and fostering a culture of innovation and brand stewardship.

Brand Strategist & Owner (Freelance) | Chicago, IL 2015 – Present

- **Lead end-to-end creative direction** for branding, visual identities, and multi-channel campaigns that elevate client visibility and market presence.
- **Design and deliver** logos, style guides, websites, event branding, and digital assets that strengthen brand recognition and customer engagement.
- **Collaborate closely with diverse clients** — including Picnic Wine & Provisions, Midwest Pain Society, Ropa Cabana and 365 Financial Care — to translate business goals into bold, cohesive visual strategies.
- **Produce high-impact visuals** for apparel, social media, digital campaigns, and immersive event experiences, ensuring brand consistency across all touchpoints.
- **Adapt creative solutions to varied industries** and audiences, demonstrating versatility, agility, and a deep understanding of brand storytelling.

ADDITIONAL EXPERIENCE

UScellular | Chicago, IL

2008 – 2011

Graphic Designer

Supported creative execution for print and digital assets, building strong foundations in brand identity and campaign design.

Agent Brand Manager

2005 – 2008

Managed the UScellular Co-op and Agent Advertising Program. Led a team responsible for reviewing, approving, and funding agent advertising. Developed marketing strategies that strengthened local brand presence and ensured compliance with brand standards.

CORE COMPETENCIES



BRAND & STRATEGY

- Brand Identity & Development
- StoryBrand Messaging & Strategy
- Visual Storytelling
- Campaign Design
- Content Strategy



DESIGN & MEDIA

- Digital & Print Media
- Motion Graphics & Animation
- Web & Mobile Design
- Social Media Content Creation
- Photography & Iconography



COLLABORATION & EXECUTION

- Cross-functional Collaboration
- Marketing Collateral Development
- UX/UI Partnership
- Presentation Design
- Client Service Excellence



TOOLS & PROCESS

- Adobe Creative Cloud
InDesign, Illustrator, Photoshop, After Effects, Lightroom
- Canva
- WordPress
- HTML/CSS
- AI-Assisted Creative Tools
- Project Management

REFERENCES

Available upon request.