



# Heather Miller

SENIOR DESIGNER/**VISUAL STORYTELLER**

## CONTACT



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## EDUCATION & CERTIFICATIONS

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

## AWARDS

**Tops Award**  
Bill Redesign Project  
UScellular

*See how I  
make Brands*

# POP!

[HMDesynz.com](http://HMDesynz.com)



## PROFESSIONAL SUMMARY

Senior Designer 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 | 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 US Cellular Coop and Agent Branding Program. Developed and implemented marketing strategies for agent stores, enhancing local brand presence.

## 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.