

Heather Miller

DESIGN LEADER / BRAND STORYTELLER

Translating Big-Picture Vision into Cohesive, High-Impact Brand Experiences

CONTACT

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EDUCATION & CERTIFICATIONS

- **Bachelor of Science, 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

EXECUTIVE SUMMARY

Brand Strategist with deep expertise in transforming complex business concepts into cohesive, scalable brand systems. Digital SME who led enterprise-wide adoption of animation and digital-first workflows on the Creative Services Team at UScellular, expanding team capacity and **reducing turnaround times by 30%**. Skilled in humanizing technical narratives and translating abstract strategy into measurable business outcomes. Known for meticulous visual judgment, collaborative leadership, and solutions-oriented approach that secure stakeholder buy-in and accelerate market traction for both startups and established enterprises.

PROFESSIONAL EXPERIENCE

Kaleidoscope i | Chicago, IL

Brand Strategist and Owner — **2015 – Present**

- Lead an independent brand strategy and creative agency serving diverse industries, specializing in brand messaging, visual identity, and marketing communications.
- Directed brand messaging and creative strategy for PADS Lake County's landmark shelter initiative, applying StoryBrand principles to craft a community-centered narrative that inspired support across all brand touchpoints.
- Synthesized complex virtual-fundraising model into clear, at-a-glance brand system for VBO, transforming previously misunderstood startup concept into cohesive narrative by securing immediate stakeholder buy-in and establishing unified roadmap for scalable growth.
- Directed foundational brand launch for Picnic Wine & Provisions, architecting cohesive Day-1 visual identity by aligning interior aesthetics with multi-channel marketing, driving immediate market traction and eliminating operational friction for founder.
- Designed character-based brand system for 365 Financial Care™ while transforming intimidating financial content into approachable experience, driving 40% lift in engagement.
- Engineered comprehensive brand systems while translating complex business value propositions into clear, high-converting visual identities, reducing client sales cycles and increasing multi-channel campaign ROI for diverse B2B and retail portfolios.
- Leveraged Generative AI as force multiplier by accelerating creative production and data processing, using AI-driven workflows for rapid visual ideation, data synthesis, and precision copy-editing.
- Managed scope and deliverables across multiple projects by ensuring 100% on-time execution, while advising executives on messaging strategies that bridged technical and marketing teams.
- Delivered full-spectrum marketing infrastructure including web systems, social media frameworks, and event branding bridge gap between abstract brand strategy and measurable audience connection.

UScellular ***(acquired by T-Mobile, 2025)*** **| Chicago, IL**

Creative Services Specialist / U-Designer Specialist **2011 – Apr 2026**

- Spearheaded creative execution for enterprise-wide national campaigns, ensuring absolute brand integrity across digital, motion, and retail channels **supporting $MM marketing initiatives** for Top 5 wireless carrier.
- Pivoted department capabilities toward digital-first production model; **scaling digital output accounting for 80% of total project volume**, drastically increasing department's strategic value and internal relevance.
- Built and operationalized Creative Service Team's first inhouse animation workflow, **enabling motion design by growing into 50%+ of all incoming creative requests**, reducing outsourced animation needs, external agency spending and improving turnaround speed across channels.
- Developed scalable design systems and production toolkits **accelerating creative timelines by 30%**, allowing team to absorb increased demand and maintain **100% brand consistency** across national campaigns.
- Served as Digital Subject Matter Expert (SME) mentoring peer designers in advanced digital workflows expanding team capacity and reducing turnaround times on high-priority enterprise requests.
- Resolved cross-platform file sharing barriers by partnering with IT implementing shared-drive access for Mac systems, eliminating workflow bottlenecks and improving collaboration efficiency across design team.
- Elevated enterprise creative standards by implementing rigorous proofreading and brand compliance protocols; **achieved the team's lowest error ratio** while driving department-wide reduction in production mistakes through peer reviews and meticulous layout precision.

CORE COMPETENCIES & TECHNICAL SKILLS

LEADERSHIP & COLLABORATION

- Team Leadership & Mentorship
- Cross-Functional Partnership
- Creative Direction & Feedback
- Project & Timeline Management

BRAND & VISUAL STRATEGY

- Brand Development & Visual Identity
- Visual Storytelling & Layout Systems
- Print, Digital & Campaign Design
- Presentation Design
- Complex-to-Visual Translation

OPERATIONS & QUALITY SYSTEMS

- Brand Standards & Governance
- Proofing, Editing & Accuracy Review
- Workflow & Process Optimization
- Pre-Press & Vendor Coordination
- Continuous Improvement & Efficiency

TOOLS & CAPABILITIES

- Adobe Creative Cloud
  InDesign, Illustrator, Photoshop, After Effects, Lightroom
- Digital Design & Prototyping
  Figma
- AI-Assisted Creative Tools
- Microsoft Office
  Word, Excel, PowerPoint
- Photography
  Digital SLR Operation, Composition, and High-End Photo Retouching