

REGINA HEIMBRUCH



GRAPHIC DESIGNER / ART DIRECTOR

150 Ludlow Street 2G

New York City 10002

regina@dlancystreet.com

646.279.4298

» ACCOMPLISHMENTS

DIGITAL DESIGNER / DEVELOPER: created and built fresh, effective and engaging designs for banners, sites, landing pages, dashboards, emails, mobile platforms • produced well-organized, clear source files • worked with back-end development teams to ensure sync between tech and design • collaborated with marketing to ensure effective messaging and SEO • completed projects on time and to spec • PARTIAL CLIENT LIST: Merck, Wagner College, Diageo (Smirnoff), Keno Auctions, Nissan USA, portfolios

ART DIRECTOR: worked from briefs to generate award-winning ideas for clients • utilized excellent communication skills for presenting as well as for working with diverse teams • produced target-specific campaigns for AA, Hispanic and LGBT communities • conceived, produced and presented new business pitches • created 360° campaigns • managed teams, projects and worked within budgets • stayed abreast of cultural, design and media trends • PARTIAL CLIENT LIST: The Coca Cola Company, Maxwell House, Diageo (Crown Royale), Lowe's, Mercedes-Benz USA, Ford Motor Co., Merck (Fosamax, Isentress), JP Morgan Chase, U.S. Census

DESIGNER: created high visual impact across a broad spectrum of communication design • brought creative flair to projects such as: logos, brand identity, standard guides, web sites / social and mobile, packaging, pos, outdoor, direct mail and exhibitions / displays • worked within deadlines and budgets • prepared designs for output • PARTIAL CLIENT LIST: Ebay Burger King "Big Dog", Delta Airlines, City of New York, Snug Harbor Cultural Center and Botanical Garden

» EXPERIENCE

DELANCEY STREET DESIGN 1999-present
Designer / Creative Director

OGILVY & MATHER 1993-1999
Design Studio Director

HEARST PUBLICATIONS 1988-1993
Design and Software Director

» PROFESSIONAL SKILLS

GRAPHIC DESIGN
Logo / Collateral
Brand ID / Guide
Packaging
Display / Exhibit

ADVERTISING
Concept
Presentation
Print Ad / POS
Outdoor / Direct
New Business

INTERACTIVE
Site Design / GUI
Animation
Banner / Rich Media
HTML / CSS / JS
Parallax / Mobile

SOFTWARE
Photoshop
Illustrator
InDesign
Flash
Dreamweaver
Office / iWork

Fluent German
Intermediate Spanish

» EDUCATION

BFA, Printmaking
University of
New Mexico,
Tamarind Institute

Portfolio Center, Atlanta
Design Certificate