

HEATHER SHAW

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Product shot from the Met Store's Father's Day campaign

CREATIVE DIRECTOR

Pushes creative boundaries to achieve results and drive revenue.

Create visuals that tell stories, build brands, sell and achieve results online and offline. Passionate and innovative design expert with experience driving multimillion-dollar revenues through visual communications, incorporating UX/UI practices, marketing, custom and stock photography, video, animation, and management. Design and produce on-brand marketing executions in digital, print, and presentation graphics for a variety of audiences. Set the visual tone for innovative and compelling content across all channels. Dynamic team player and leader, skilled in client and vendor relations; inspire, motivate and mentor multidisciplinary creatives in a collaborative studio developing concepts and design layouts that push creative boundaries, improve presentation, and drive revenue growth.

CORE COMPETENCIES:

User Experience (UX) | User Interface (UI) | Art/Creative Direction | Marketing | Photography | Graphic Design
Typography | Adobe Creative Suite (Photoshop, InDesign, Illustrator) | Branding & Identity | Creative Strategy
MS Office | Social Media Platforms (Instagram, Facebook, YouTube) | HTML | Teams | Zoom | Airtable | Keynote

PROFESSIONAL EXPERIENCE

FREELANCE DESIGN AND CREATIVE CONSULTING Sept 2020–Present

NBCUniversal, Creative Consultant/Designer (Oct 2021–present)

Design and produce creative on-brand marketing strategies and show keyart in digital, print, and social graphics for a variety of audiences.

- Conceptually developed and designed large format printed OOH signage promoting the full TODAY podcast portfolio.
- Designed full screen and social assets for the TODAY show's 70th anniversary including digital, print and 2 unique buttons that serve as both on-camera branding and a commemorative takeaway for audience members.

Simon Properties, Digital Creative Director (Mar 2021–Jul 2021)

Managed, inspired and guided the Digital Design team, and brought ideas to life through web, mobile, email and social media. Worked closely with the in-house creative, brand, B2B, copy and UI developer teams to create new, innovative products, and visually dynamic web experiences while ensuring all brand standards were executed across all digital channels.

- Collaborated and implemented a tiered approach with fresh creative for the corporate dining campaign leading to broader reach.
- Designed and implemented new Summer Sweepstakes campaign in order to grow email and mobile subscribers.
- Incorporated animation into the Father's Day campaign for a fresh look and increased engagement.

TV/Corporate, Art Director/Designer (Jan 2004–Jul 2008)

Designed advertisements, web banners, and promotional/marketing/trade show materials for a variety of clients, including NBCUniversal, the Financial Times newspaper, Glamour magazine, and Rolling Stone magazine, as well as advertising agencies and media outlets.

- Designed first sponsored copy sales/marketing material for the sales team, featured for the *Financial Times*.

PROFESSIONAL EXPERIENCE (CONTINUED)

THE METROPOLITAN MUSEUM OF ART

Aug 2008–Aug 2020

Senior Manager of Graphic Design, Retail (Jul 2016–Aug 2020)

Collaborated and implemented creative vision and strategy for redesign of the digital/e-commerce and print businesses. Partnered with teams across the organization to conceive, plan, and execute design, photography, and copy for seasonal omnichannel campaigns (web, print, email, digital marketing, and advertising, social media). Conceptualized, art-directed, and oversaw all brand photography, production, styling, retouching, and delivery. Ensured high standards of cohesiveness, consistency, and brand alignment.

- Built and managed a multi-disciplinary, cross-functional graphic design department that focused on ideation, branding, and execution for direct-to-consumer business.
- Increased email click-throughs by 30% in addition to boosting conversion rate and growing base of repeat customers by selecting and incorporating ideas from marketing, creative, technology, and analytics departments to balance content and commerce.
- Evolved the 2020 holiday preview's look and feel by formulating a holistic, multi-platform campaign that featured cross-category products and incorporated editorial storytelling around the museum's collection, with articles, videos, interviews, and other content in the Met Store's first-ever digital catalogue.
- Achieved 76% increase in Holiday 2018 campaign revenue versus prior year by designing the omnichannel campaign around photography of best-selling jewelry that spoke to core customers.
- Applied strategic best practices to enhance and expand social media strategy, plan, and presence, leading to higher engagement.
- Contributed innovative methods to engage with and grow the brand audience. Incorporated animation and videos into emails boosting engagement by 13%. Conceptualized and directed 2D/3D animation, live action video, and still photography, both remotely and on set. Oversaw design and animation teams from concept to final production.

Manager of Graphic Design, Retail (Jul 2012–Jul 2016)

Owned the Met store's graphic design function across all touch points; digital, direct mail, print, and in-store. Art-directed all photo shoots, with budget and outcome in mind, producing assets that were repurposed across all channels.

- Recruited, developed, and mentored a team of 2 designers, as well as many interns and volunteers.
- Designed UI/UX and front-end design for re-skin of e-commerce website under tight deadlines, working later hours to release project phases on a nightly basis.
- Created and implemented the Met store's first style guides to ensure consistency in photography, e-commerce pages, category pages, and overall brand visuals.

Associate Manager of Graphic Design, Retail (Aug 2008–Jul 2012)

Designed home pages, feature pages, and ads for the Met store's e-commerce website. Designed and managed production of print ads and marketing collateral, including catalogs, coupons, postcards, packing slips, package inserts, invitations, and signage.

- Created email campaigns for 300K+ recipients, driving a 26% increase in revenue in 2010.
- Art Directed photo shoots with external photo studio, then brought project in-house to save \$60K annually.

PETRY MEDIA CORPORATION

Jan 1999–Jan 2004

Manager of Graphic Design

Designed and produced network and show-branded sales, promotional, and collateral materials for 250+ client television stations and various corporate subsidiaries. Delivered projects, to include unique event invitations, mailers, brochures, postcards, newsletters, and presentations (PowerPoint and print).

- Managed department of 8 designers, along with several interns and temporary staff.
- Worked with creative director to create corporate identity for Petry Media Sports division.
- Received President's Star Award for dedication, outstanding performance, and company spirit.

EDUCATION / CERTIFICATION

BACHELOR OF FINE ARTS New Jersey City University, Jersey City, NJ**WEBMASTER CERTIFICATION** William Patterson University, Wayne, NJ