



Heather Hogan

(916) 214-5608 • Sacramento, CA

hhogan.com • heather@hhogan.com

Experience

Web / Graphic Design, Branding & Project Management

hhogan.com • 2001-Present

- Website and email marketing design for [Rosemont Community Association](#) and [@Wit's End](#).
- Logo design for [Let's Play Chalet](#) and [Maple Seed Montessori](#).
- External communications consulting for [Requested](#) and the [City of Rocklin](#) to maintain consistent voice and visuals.

Senior Web Strategist

10up.com • 2013-2014

- Web strategy, art direction, brand ambassadorship, quality assurance, and project management to 20+ clients such as [EW](#), [Alaska Community Foundation](#), and the [World Economic Forum](#).
- Managed a team of 9 web engineers and designers invoicing \$125,000 budgets monthly.

Adjunct Professor

[Sacramento City College](#) • 2006-2013

- Taught web design and usability over 12 semesters in 7 years, manage alumni Facebook group.
- Led competitive redesign projects for [East Sac Shack](#) and [Runnin' for Rhett](#).

Creative Director

[Sacramento Beer Week](#) • 2010-2013

- Created and maintained graphic identity across ads, posters, billboards, email marketing, social media, t-shirts, fliers, stickers and website.

Project Manager & Web Designer

[PMC](#) • 2007-2013

- Web and print design for the [City of Santa Monica](#), [ACErail](#), and [SacLibrary](#).
- Managed production schedules for the web team and budgets of over \$100,000.
- Certifications in [DotNetNuke](#), [Ektron](#), [Kentico](#), and [Sitefinity](#) CMS software.



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Webmaster / Conference Coordinator / Marketing Specialist

[Jones & Stokes](#) (now [ICF](#)) • 2004-2006

- Designed brochures, logos, flyers, postcards, and event giveaways.
- Cultivated relationships with [Fruitridge](#) and [Floppy's](#) for print materials, [Anderson Marketing](#) and [Jack Nadel](#) for conference imprints.
- Designed and coordinated 3+ booths at various conferences throughout the US.

Educational Software & Curriculum Development

[Starfall.com](#) • 2001-2002

- Designed and animated [Jake's Tale](#) and created characters for [My Family](#).
- Researched standards and best practices for teaching phonics and sight reading.

Skills

- Print and web design
- HTML and CSS
- [Basecamp](#), [Wrike](#), [Trello](#), [Jira](#), and [Asana](#)
- [Constant Contact](#) and [MailChimp](#)
- Agile project management
- [WordPress](#), Microsoft Office, Pages, iMovie, iPhoto, and Adobe Creative Suite

Talents & Hobbies

- Leader of [Sacramento Mavens](#) — a Lean In style support and networking group
- [Sierra Nevada](#) Beer Camp Graduate
- [Burning Man](#) alumni 1999-2001
- Classroom volunteer at [Leonardo Da Vinci K-8 school](#)
- Studying [printmaking](#)
- Entertainment Director, [WordCamp Sacramento 2015](#)

Public Speaking

- [Five Steps to Freelancing Full Time](#)
- [Fifteen Years Digital: My Career in Web Design](#)
- [Scoping, Contracting, and Getting Paid](#)
- [Making 2013 Babies: Child Theme for Twentythirteen](#)

Education

- [Cultural Data Project Casemaking Workshop](#), 2015
- [Code for America Summit](#), 2015
- [Kentico](#) Developer Training, 2010
- [Ektron CMS400.Net](#) Developer Training, 2007
- B.A. in Studio Art: Digital Media, [CSU Chico](#), 2000



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