

HEATHER STRYCHARZ

WEB DESIGN // VIDEO EDITING // DIGITAL MEDIA EDUCATION

CONTACT heatherstrycharz.com // hstryk@gmail.com // 413.454.5366

EDUCATION

2013, New School for General Studies
MA Media Studies

2006, Hartford Art School at the University of Hartford
BFA Media Arts/Art History (Magna Cum Laude)
Awards: Doris Kinsella Student Achievement Award

PROFESSIONAL EXPERIENCE

ART DIRECTOR: January 2012 – Present

Organization - [GFS](#)

Responsibilities - Designing and maintaining websites and marketing campaigns for sports and entertainment companies.

WEB DESIGNER: October 2007 – January 2012

Organization - [SureSource LLC](#)

Responsibilities - Designing e-commerce websites and email-marketing campaigns for major brands. Responsible for building and updating sites using HTML, XHTML and CSS.

PRINT/WEB DESIGNER: December 2006 – October 2007

Organization - [Metro Marketing Resources](#)

Responsibilities - Designing and preparing for print direct mail and marketing programs for nationwide restaurant chains. Preparing email-marketing campaigns using HTML. Designing and developing a website where clients previewed and ordered various marketing programs provided by the company.

KNOWLEDGE AND SKILLS

SOFTWARE: [Photoshop](#), [Illustrator](#), [InDesign](#), [Dreamweaver](#), [Final Cut Pro](#), [Adobe After Effects](#), [Logic Pro](#), [TopStyle](#), [Quark](#), [Flash](#), etc.

LANGUAGES: [CSS](#), [HTML](#), [XHTML](#), [PHP](#), [Javascript](#) and [Actionscript](#).

TECHNICAL:

Shooting experience: [DSLR](#), [MiniDV](#) and [16mm](#) cameras.

Designing and publishing multimedia content for online and offline presentation.

Experience in web site development and interface design.

Art direction for print and web marketing as well as copy writing and editing.