



Savannah Heil

DESIGN

A passionate, detail-oriented graphic and web designer with over a decade of professional experience in the creative field. Loves UI/UX design and all things digital. Ambitious and always continuing to learn and grow.

Technical Skills

Design

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Adobe XD, Adobe Dreamweaver, Ceros.com, WordPress, Elementor, Divi, HTML, CSS, Canva, Procreate, Figma, involve.me

Admin/Marketing

Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Microsoft Outlook, Microsoft Teams, Slack, Zoom, Monday.com, Asana, Trello, Basecamp, Hootsuite, Mautic, MailChimp, Facebook, LinkedIn, Twitter/X, Instagram

Areas of Expertise

Graphic Design

Page Layout Design, Corporate Design, Branding, Typography, Publication Design, Digital Illustration, Digital Imaging, Photo Manipulation, Packaging, Advertising Design, Infographics, Visual Identity Design, Social Media Design

Web Design

Interactive Design, User Interface (UI) Design, Web Design, Wire-Framing, Prototyping, Frontend Development

Marketing

Social Media Marketing, Email Marketing, Content Writing

Education

Pittsburgh Technical College

Oakdale, PA | 2014-2016

Associate in Science Degree, Graphic Design

- GPA: 4.0
- 2nd Runner Up, Graphic Design Portfolio Show | June 2016

Robert Morris University

Moon, PA | 2013-2014

Coursework, Media Arts

- Achieved Dean's List Status
- Artwork chosen for gallery show display | March 2014

Fort Cherry High School

McDonald, PA | 2009-2013

- GPA: 4.3
- President, Student Council
- Member, National Honor Society
- Editor, High School Newspaper

Experience

Freelance

July 2016 - Present

Emerald

Sr. Director, Digital Design

Previously Director, Digital Design & Digital Design Manager

August 2019 - June 2025

- Lead content design for a portfolio of various national clients including: BMC, Poly/HP, and Box.com
- Use the Adobe Creative Suite and Ceros.com to create interactive and static digital assets such as e-books, infographics, whitepapers, case studies, GIFs, and more
- Spearhead designing/coding or outsourcing development of digital assets when needed
- Lead designer for digital publications **Demand Gen Report & Retail TouchPoints** which includes weekly reports and monthly surveys, as well as various quarterly and annual interactive/static assets
- Manage and assign tasks to junior designers
- Lead designer for **Emerald Studio** agency internal marketing which included design, development, and launch of new website in 2024,

- Assist with graphic design, web design, and consulting for other brands under Emerald's umbrella, as well as for corporate
- Winner of "Emerald GEM (Going the Extra Mile)" award in 2021 out of ~700 potential employees/candidates
- Winner of "Team Breakthrough Solution" award in 2024 for assistance in branding and creating assets for Emerald's **"Small Business Xchange"**

Sierra Experts

Creative Lead

Previously Creative Designer

September 2017 - August 2019

- Design & create content for marketing and sales teams to include: brochures, booklets, sales folder materials, and graphics for various digital platforms
- Design, develop, and maintain internal company websites and customer websites both on a CMS such as WordPress, as well as static HTML sites
- Maintain various social media accounts, lead generation, email marketing efforts, and many other marketing-related tasks