






I'm **Heather Kincaid, a web/graphic designer with 5+ years of marketing agency experience.** I have created assets for over 700 digital marketing campaigns under tight time constraints. I typically spend my days coding and designing landing pages, shopify stores, social media ads and emails. I am currently looking for opportunities where I can spend more time iterating on assets or working on bigger, multi-faceted projects.

 Phone
 (778) 847-8905

 Email
aitechpk@gmail.com

 Portfolio
hkincaid.com

 Behance
behance.net/Aitechpk

 LinkedIn Profile
linkedin.com/in/kincaid-heather

WISHPOND TECHNOLOGIES LTD.

Senior Graphic/Web Designer and Manager - November 2016 to Present

Wishpond is an all-in-one marketing platform for generating, managing and nurturing leads into sales. They have in-house professional designers who create marketing campaigns and materials for their clients.

Since joining the team I have worked with over 700+ small and large business from around the world. My responsibilities consist mainly of:

- Designing and coding responsive landing pages that look great and fulfill brand guidelines.
- Creating the marketing assets required for a successful campaign including Facebook ads, Instagram ads, Google display ads, popups, email templates and more.
- Managing junior designers by providing feedback on their work and supporting their growth at Wishpond through one-on-one meetings and coaching sessions.

EDUCATION

Simon Fraser University

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B.S. | Interactive Arts and Technology
with concentrations in both Design and Media Arts

MACDONALD REAL ESTATE GROUP

Creative Marketing Coordinator - September 2015 to November 2015
(Temporary position)

Macdonald Realty has been serving the real estate needs of British Columbians for more than 70 years. They have an in-house creative team that produces marketing materials for the 900+ REALTORS® in the company.

I joined the team on a two month contract, filling-in for a member on medical leave. I was responsible for:

- Designing and printing feature sheets, folded brochures, postcards, banners and signage.
- Incorporating agent's feedback into already existing projects.
- Maintaining the organization of project files and billing information.

TECHNICAL SKILLS

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Adobe Creative Suite
Photoshop, Illustrator, InDesign
Premiere, & After Effects.

Programming
HTML, CSS and a little bit of jQuery.

Microsoft Office
Word, PowerPoint and Excel.

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YMC GAMES

Web and Graphic Designer - September 2013 to August 2014

YMC Network is a mobile games publisher that provides marketing, localization and user acquisition services for the American and Chinese markets.

I was part of the production team, creating marketing assets for the company and game clients. During my time at YMC I was involved with:

- Creating game screenshots and icons for the App Store.
- Making advertisements and other promotional graphics for social channels.
- Designing and coding the new YMC Games and YMC Network websites.