

MICHAEL M. HEFFNER

202design

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education

Georgetown University, Washington, DC
Bachelor of Arts, 1990

experience

202design *Partner*

Partner/Creative Director

Responsible for conceptualization, design, art direction and production of projects for diverse client portfolio ranging from non-profit organizations to Fortune 500 companies. Oversees creative direction and new business development.

MARCH 1999 UNTIL PRESENT

Heffner Graphics *Designer, Creative Director*

Maintained profitable portfolio of freelance clients ranging from non-profit agencies to local elected officials. Conceptualized, designed, and managed all aspects of clients' creative needs.

OCTOBER 1996 UNTIL MARCH 1999

Herff Jones, Inc. *Yearbook Representative*

Lead new sales in the Northeast area in first year with the company; taught desktop publishing and graphic design skills to clients/schools in Northern Virginia; helped accounts win state and national yearbook awards and recognition.

OCTOBER 1993 UNTIL OCTOBER 1996

YearLook Enterprises *Director of Marketing*

Developed and implemented sales and marketing tools and strategies for the then popular "video yearbook." Coordinated messaging and company branding. Worked with our video editors to create promotional spots. Traveled nationally to promote the product, sign up new accounts, and train existing clients.

SEPTEMBER 1990 UNTIL OCTOBER 1993

skills

Software: Adobe Creative Cloud, Microsoft Office Suite

Specialties: graphic design, art direction, custom invitations, in-house design, annual report design, publication production, non-profit creative service support and management, trade show exhibit and collateral design, event or project branding