



HEATHER ROPER
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(willing to relocate)

References available
upon request.

PORTFOLIO
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WORK EXPERIENCE

OSIRIS-REx ASTEROID SAMPLE RETURN MISSION (NASA / UNIVERSITY OF ARIZONA)

Senior Media Specialist | Jul. 2019 – current

Senior Graphic Designer, Graphic Designer, Graphic Artist | Oct. 2013 – Jul. 2019

As the lead Graphic Designer for the OSIRIS-REx mission, I work directly with the Communications team, upper mission management, and science experts to development graphics content, communication plans and marketing strategies that reach a variety of audiences around the nation and the world.

- Responsible for the creation, design, and management of digital, print, and multimedia graphic content. Manages production schedules and budget requirements, vendor relations, branding, and media content. Responsible for meeting deadlines and managing multiple projects of competing urgency and importance in a fast-paced work environment. Responsible for website development, management, and maintenance - Wordpress and HTML. Managed graphic design interns.
- Independently and collaboratively creates, designs, and produces marketing collateral, social media assets, signage, video, photo, and other design content for a multitude of initiatives, departments and events. Creates and manages: multimedia concepts, written content, illustrated posters, exhibit designs, flyers, stickers, pins, patches, and other promotional materials, scientific posters, Powerpoint, letterheads, logos, newsletters, brochures and internal scientific products.
- Conducts public engagement and outreach events and activities, communicates complex scientific concepts in an understandable and fun format for guests of all ages. 8 years experience supporting a variety of events as a designer, support-person, communicator, and educator.
- Prepares digital and print files to industry standards. Maintains contact with vendors to ensure adherence to time schedules and specifications. Selects appropriate production media and materials, and inspects print proofs for accuracy.
- Provides professional photography and editing. Built and maintains library of graphic and photo assets.
- Commitment to the company and team demonstrated through 8 years of rapid completion of critical tasks during and outside of standard working hours.
- Manages the mission's interactions with media outlets and film production crews. Communicated scientific concepts to the public both virtually and in-person, in an effective and engaging format.

THE UNIVERSITY OF ARIZONA - COMMENCEMENT, LUNAR & PLANETARY LABORATORY

Senior Media Specialist | Apr. 2021 – May 2021

Temporary contract to assist two partner organizations: creating digital and print content: branded design and imagery, webpages, logos, signage, photo backdrops, and PowerPoint content. Immediately assimilated with the teams, mastering existing branding aesthetics on one and creating branding style guides on the other, ensuring quality, in-brand graphics content for both. Assisted the team with innovative ideas and a positive, can-do attitude. Organized and engaged students during ceremonies.

EDUCATION

THE UNIVERSITY OF ARIZONA | 2011 – 2015

Bachelor of Fine Arts: Visual Communication (Graphic Design & Illustration), *Magna Cum Laude*

SKILLS

- Avg. of 12 years experience in **Adobe Creative Suite**: Illustrator, Photoshop, InDesign, Premiere, Dreamweaver Acrobat. ~10 years of near-daily experience in Illustrator and Photoshop.
- 8 years of **public engagement and outreach experience**. Skilled in communicating complex concepts to the public in an easy-to-understand format. Proficient in communicating to all ages.
- 8 years of **communications and marketing experience**. 6 years production and vendor experience.
- 8–15 years experience in **Microsoft Software Suite** (Word, PowerPoint, Excel, Outlook). 10 years experience proficiently using both **PC and Mac** computers.
- Several years of experience with **photography**, photo processing, editing, and photo manipulation.
- 8 years of professional **illustration** and **graphic design** experience. Highly proficient in branding. A lifetime of experience with varying mediums: digital, painting, drawing, sculpture, and more. Ability to adapt to requested artistic styles.
- Effectively completes tasks, communicates, and collaborates while working both **independently and on a team**. Collected and effective under tight deadlines. Creative problem solver. Positive and professional attitude. **Willingness to learn, grow, and go above and beyond**.
- A **lifelong passion for animals**, hands-on experience with a multitude of animals, and a strong desire to work in a career that involves animals and advocates for and educates about wildlife, environment, and conservation.