

HEATHER HERBERT- SKINNER

ART DIRECTOR

CONTACT

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🏠 Los Angeles

in Heather Herbert Skinner

Website www.hhskinner.com

Vimeo [Motion Graphics Reel](#)

SKILLS

PROFESSIONAL

- Art Direction
- Creative Direction
- Team Building
- Brainstorming
- Problem Solving
- Theatrical Marketing
- Mentoring
- Oversee projects
- Manage Client Relationships
- Multitasking
- Creative Thinking
- Training
- Meeting Deadlines

EDUCATION

Bachelor of Fine Arts

Motion Graphic Design
Art Center College of Design

PROFILE

Hard working Art Director with 15+ years of proven experience as Lead Creative / Art Director / Senior Motion Graphics Designer / Animator. Excellent communication skills. Used to the fast pace of marketing thus unphased by tight deadlines. Skilled in maintaining high design standards & creativity in high-stress environments. Organized with honed time management skills. Takes full ownership of responsibilities and I pride myself in being easy to work with — I leave ego out of my projects

WORK EXPERIENCE

ART DIRECTOR

SOAPBOX FILMS | 2019 - 2022

I work closely with the Vice President, Creative Director, and the Design Team to bring inspirational creative campaigns to life..

- Create decks, storyboards, initial graphic concepts, mentor junior staff and create finished deliverables as needed
- Run kick off meetings, Lead strategic brainstorming sessions
- Ensure that all assets meet a high-level of quality, and are aligned with the objectives of their respective campaigns
- Fill leadership gaps & Implement improved work-flows for a growing company
- Foster strong client relationships by providing high-quality work
- Advise managers on realistic creative timelines to assist them with bids

Notable Projects: *Muppets Haunted Mansion*: designed and animated Logo and Title Sequence, *Muppets Now*: created in show graphics and 6 individual in-show graphics packages, *The Muppets Studio*: liaised with TMS upper management through approval process while designing and animating their studio logo.

Senior Motion Graphic Designer

FX Network | 2019

Designed style frames, and animated graphics for Trailers, sizzles and On-Air Graphics. Created toolkits and social media content for international markets. Designed mood boards for pitch meetings.

- Delivered technically-accurate work with quick turnarounds
- Designed and Animated graphics for international markets.
- Prioritized large volume of work with ever-changing deadlines

Notable Projects: *Atlanta* Season 2 International Broadcast package and countdowns, *Trust* International Package, *Legion* season 2 and 3 International show package and social media content. Assisted in developing FX Network's Home Of FX branding-lockup and guidelines for show logos

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ART DIRECTOR

SKILLS

TECHNICAL

- Adobe CC
- After Effects
- Cinema 4D
- Illustrator
- InDesign
- PhotoShop
- Premiere
- Asana

VOLUNTEER

Burbank Fire Corp

Disaster Service Worker

LA County Equine Response Team

Disaster Service Worker for Large Animal Fire Evacuation

LA City Volunteer Emergency Equine Rescue Team

Disaster Service Worker for Large Animal Fire Evacuation

WORK EXPERIENCE CONTINUED

Senior Motion Graphic Designer

Fox Network Group | 2018 - 2019

Worked closely with the Vice President of Creative Services and Director of Global Creative Video Production in designing, and animating motion graphics for On-Air broadcast and in-home campaigns

- Assisted in launching new Fox Network's branding for its international partners, assisted in creating the style guide and an accompanying video tutorial
- Adapted domestic teasers, promos and keyart to conform to Fox's and Marvel's branding for international markets
- Created On-Air tool kits for Fox's international partners
- Worked independently and when needed collaborated with our international teams

Notable projects: Design & Animation AMC's *The Walking Dead* season 9 International Broadcast packages, teasers, and promos, Assisted launching new International Fox Network branding

SENIOR MOTION GRAPHICS DESIGNER

Trailer Park — Treehouse Division | 2019

- Animated motion graphics for Theatrical Trailers
- Designed, created and composited motion graphics to enhance video footage
- Collaborated with creative to meet stakeholder expectations and design guidelines

CREATIVE DIRECTOR / LEAD CREATIVE

The Lobby | 2004 - 2018

Provided hands-on design and creative direction for On-Air promotional (promo) graphics, Theatrical Marketing, Digital OOH (DOOH), and 360 campaigns for clients focused on: entertainment marketing, kids brands, children's/family entertainment and international markets.

- Created innovative, original motion graphics that met client's strategic goals
- Oversaw all creative, Provided vision and visualization
- Defined campaign scope, and implemented solutions within creative guidelines
- Maintained quality and worked effectively under tight deadlines and in budget
- Designed and directed projects from concept through completion, maintaining high design standards
- Developed ideas that emphasized concept over style
- Created 360 campaigns that worked across complex media buys
- Maintained and facilitated effective communication with staff and clients
- Stayed up-to-date with current trends
- Offered strong, persuasive presentation skills
- Art directed, fostered innovation, mentored junior staff and Managed vendors

Notable Projects: *In Justice* Main Title, *Day Break* Main Title, Created high-level presentation material for Toyota's Design Research Division, Caltly,