

HEATHER HERBERT- SKINNER

CREATIVE DIRECTION | ART DIRECTION | DESIGN

CONTACT

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Los Angeles

Heather Herbert Skinner

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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
- Cross-Functional Collaboration

EDUCATION

Bachelor of Fine Arts

Motion Graphic Design
Art Center College of Design

PROFILE

Experienced Creative Director with over 10 years of experience in creative leadership roles with a proven track record as a Lead Creative, Art Director and Sr. Designer. I possess strong communication skills and thrive in fast-paced marketing environments, making me adept at meeting tight deadlines without compromising quality. Committed to maintaining high design standards and fostering creativity, even under pressure. Highly organized with excellent time management capabilities. I take full ownership of my responsibilities and I pride myself in being easy to work with — prioritizing collaboration and leaving ego out of the creative process.

WORK EXPERIENCE

CREATIVE DIRECTOR

Therapy Studios | 2022 - present

I successfully launched Therapy's motion graphics department significantly enhancing project quality and our ability to deliver impactful content for our clients.

- Lead a team of designers to create engaging content, aligning all work with campaign objectives through industry trend analysis.
- Stay up to date with current trends and emerging technologies.
- Develop creative briefs and maintain a vetted freelancer list.
- Step in to fill in gaps — at all levels — to support a growing department as needed.

Notable Projects: *Lady in the Lake* — main title, Honda "Accord: The Dream," Aetna CVS Health, "This is Insurance Done Right,"

ART DIRECTOR

SOAPBOX FILMS | 2019 - 2022

Collaborated with executive leadership and design teams to develop and execute creative campaigns.

- Created decks, storyboards, initial graphic concepts, mentored junior staff and created finished deliverables.
- Ran kick off meetings, Lead strategic brainstorming sessions
- Ensures that all assets meet a high-level of quality
- Filled leadership gaps & Implemented improved work-flows for a growing company
- Fostered strong client relationships and facilitated smooth project execution.
- Advised 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 including 6 individual in-show graphics packages, *The Muppets Studio*: liaised with TMS upper management through approval process while designing and animating their studio logo. *Luck*, *Thor: Love and Thunder*.

SKILLS

TECHNICAL

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

FX Network | 2019

Designed style frames, animated graphics for Trailers, social media content, sizzles and On-Air Graphics.

- Designed style frames and animated graphics, prioritizing quick, accurate turnarounds.
- Prioritized large volume of work with ever-changing deadlines
- Developed toolkits for international markets and created mood boards.

Notable Projects: *Atlanta* Season 2, *Legion* Seasons 2 and 3, *Trust* international toolkit, FX Network branding-lockup and guidelines for show logos

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 co-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, animated motion graphics.
- Collaborated with creative teams to align with stakeholder expectations

CREATIVE DIRECTOR / LEAD CREATIVE

The Lobby | 2004 - 2018

Provided hands-on design and creative direction for on-air promotional graphics, theatrical marketing, and digital out-of-home (DOOH) campaigns, specializing in entertainment marketing, children's brands, and international markets.

- Oversaw all aspects of company operations, ensuring seamless project execution and alignment with client objectives.
- Directed projects from concept through completion, focusing on innovative ideas that prioritize strong concepts over mere aesthetics.
- Developed cohesive 360-degree campaigns that effectively utilized complex media buys to maximize reach and engagement.
- Delivered compelling presentations that communicated creative visions to clients.
- Managed vendor relationships, ensuring quality and consistency across all deliverables.

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