

Heather Arellano-Zapata

Associate Creative Director/Senior Art Director

Chicago based creative, maker, entrepreneur, from Denver Colorado with 20 years of experience in agencies of all sizes, corporate in-house, and small design boutiques.

I Believe In

- Building diverse teams
- Collaborating & working well with others
- Personal humility
- Mindful meetings & interactions amongst team members and clients
- An ego-less atmosphere to provide the best possible creative solutions for the client
- Treating others how you would want to be treated

How I Think

An always curious and a lifelong learner, I approach my day to day with a combination of creativity and psychology. Active listening, observing, and open communication is the foundation for my problem solving which leads to effective concepts and intentional design. At the end of the day, it's about collectively doing great work, growing and winning new business while simply being a good person. I achieve the above by inspiring others, educate along the way, and always strive to make a positive change.

Experienced In

Disciplines

Creative Strategy
Integrated Campaigns
B2B & B2C
Direct Marketing
Multicultural/Hispanic Marketing
Shopper & Promotional Marketing
Social Media Campaigns
Cause/Philanthropic Marketing

Technical

Environmental & Experiential Design
Final Art Production
Illustration & Retouching
Package Design
Trade Show Design
UX Prototyping/UI Design
General Video Editing
Fashion Design

Education

Rocky Mountain College Of Art + Design | Denver CO

BFA - Advertising & Design, Summa Cum Laude, 1999



Herstory

Civilian | Freelance ACD/Sr. Art Director

May-October 2018 & March 2019-Present, Chicago IL

Clients: Blue Cross Blue Shield Association, G4 by Golpa, University of Chicago Booth, Cancer Treatment Centers of America

R.O.S.E. clothing | Founder/Designer

August 2014-Present, Denver CO/Chicago IL

HA! | Freelance CD/Designer

April 1999-Present, Denver CO/Chicago IL

Clients: Del Real Foods, Flourish Counseling & Coaching, Law Offices of Michael Bartolic, MacMurray & Beck Publishing, Ola Cré Skin, Rolinda Stotts Fine Art, Mile High Farms Fall Festival, Broken Shovels Farm & Sanctuary, Grupo Tlaloc Danza Azteca, BUCU West Chile Fest, OTG Boot-camp Gym, Toofeze Teether

FCB | Freelance Sr. Art Director

November-December 2018 & February 2019, Chicago IL

Clients: Coca-Cola portfolio, Michelob Ultra, Kroger, HEB, Chicken Co.

Captura Group | Freelance Sr. Art Director

April-May 2018, San Diego CA (remote from Chicago)

Clients: Kellogg's portfolio including Cheez-It, Keebler Club Crackers, Keebler Fudge Stripes, Rice Krispy Treats, Pringles, Walmart, Kroger

Natural Grocers By Vitamin Cottage | In-House Sr. Art Director

Oct 2016-Jun 2017, Lakewood, CO

The Integer Group | Art Director

May 2012-Aug 2015, Lakewood CO

Clients: P&G Portfolio, Miller-Coors Portfolio, Kroger, LALA Foods, Target, Walmart, Costco, HEB

The Integer Group | Freelance Art Director

July 2008-May 2012, Lakewood CO

Clients: Miller-Coors Portfolio

Huemanitas | Freelance Art Director

Oct 2009, Denver CO

Clients: Pizza Patrón, and Conjure Cognac

Sterling-Rice Group | Art Director

Mar 2007-Oct 2008, Boulder CO

Clients: The Children's Hospital, Waterpik, Vans Waffles

Additional experience available upon request.

