Heidi Wessler

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EXPERIENCE

- **Bradley University – Peoria, IL**

  Brand Manager and Lead Designer, *06/2025 - current*
  Senior Graphic Designer, *02/2024 - 05/2025*

  consulted on creative strategy, provide art direction for design, photo, and video, create marketing materials for recruitment, serve on the strategic enrollment plan committe for marketing and communications

- **OSF HealthCare – Peoria, IL**

  Manager of Graphic Design, *02/2020 - 08/2023*
  Graphic Designer, *10/2008 - 01/2020*

  concept development and execution of marketing and communication materials, collaboration between creative services team members, coordinate with print vendors, provide art direction for graphic design, maintain brand standards for entire ministry, implementation of template platform, lead process improvement initiatives and team driven priorities, provide Apple technician support for the graphic design team

- **American Color onsite for Jewel-Osco – Melrose Park, IL**

  Graphic Designer, 09/2006 - 10/2008

  concept artist, advertising, set prep and art direction for photo shoots, coordinated with digital asset managers, production artist and copy editors

- **Westport Printing & Fulfillment – St. Louis, MO**

  Graphic Designer, 12/2004 - 05/2006

  Created stationary, flyers, mailers, booklets, processed print orders, project management, client relationships, facilitated vendors

EDUCATION

Bradley University, Bachelor of Science in Graphic Design and Photography

SKILLS

- Graphic Design
- Art Direction
- Brand Management
- Creative Strategy
- Adobe Creative Suite
- Microsoft Office
- Google Workspace