

Heather Arellano-Zapata

Multifaceted Sr. Creative, resourceful innovator, and solo-preneur based in Chicago with 15+ years of experience in agencies of all sizes, corporate in-house, and small design boutiques. Looking to make a pivot to client side where my extensive experience can help propel the business forward.

I Believe In

- Building diverse teams
- Collaborating and helping break down silos
- Personal business maturity
- Mindful meetings & interactions among team members
- An ego-less atmosphere to help provide the best possible creative solutions

How I Think

With equal parts left and right brain, I'm a curious lifelong learner that loves to dig deep into the "why" and "how". Brainstorming against problems or objectives and inspiring others to help solve them creatively is my superpower. The smallest details matter just as much as the big picture.

Leadership Style

Servant Leader/Coach. Like a dialed-down Ted Lasso minus the Dad jokes and puns. Lastly, I strive to be a good mentor/mentee, professional growth at all levels is a right, not a privilege.

Technical

Adobe Creative Suite
Ai & Midjourney
Environmental & Experiential Design
Direct Photo Shoots
Final Art Production
Illustration & Retouching
Package Design
Trade Show Design
Social Content Creation
General Video Editing
Apparel & Product Design
MS Word, Excel, PowerPoint & Keynote

Disciplines

Conceptual Creative
Integrated Marketing Campaigns
Brand Development/Guidelines
Multicultural/Hispanic Marketing
Shopper & Promotional Marketing
Social Media Campaigns
Direct Mail Marketing
Social Media Trend Forecasting

Education

Rocky Mountain College Of Art & Design (RMCAD) • Denver CO
Bachelors of Fine Art - Advertising & Design, Summa Cum Laude

How I Fill My Cup

Aside from personal freelance with long-term small business clients, you can also find me tending to and designing collections for my e-comm-business (*LicudoWear.com*), Aztec dancing in the Pilsen community and beyond, or exploring all the sights, sounds, and food of Chicago with my family.

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Experience

LicudoWear.com • Founder/Designer

December 2019-Present, Chicago IL

Coordinate, implement, conceptualize, and design the entirety of apparel, merchandise, and operational facets of the business.

HA! • Freelance CD/Designer

April 1999-Present, 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

Leo Burnett • Freelance Creative Recruiter

April 2022-July 2022, Chicago IL

Captura Group: Hispanic Digital Marketing Agency • Freelance Sr. Art Director

April-May 2018, June-July 2020, San Diego CA (remote)

Clients: Kellogg's portfolio including Cheez-It, Keebler Club Crackers, Keebler Fudge Stripes, Rice Krispy Treats, Pringles, Walmart, Kroger, Fiesta Auto Insurance, Cache Valley Creamery

FCB/FCBX • Freelance Sr. Art Director

November-December 2018, June-August & October-December 2019, February-March 2020 Chicago IL

Clients: Coca-Cola portfolio, Michelob Ultra, HEB, Chicken Co., Comcast/NFL, Stella Artois, Bud Light

Yamamoto (formerly Civilian) • Freelance ACD/Sr. Art Director

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

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

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

Oct 2016-Jun 2017, Lakewood CO

The Integer Group • Art Director (Hispanic & General Market)

May 2012-Aug 2015, Lakewood CO

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

Huemanitas • Freelance Art Director

Oct 2009, Denver CO

Clients: Pizza Patrón, Conjure Cognac

The Integer Group • Freelance Art Director (Hispanic Market)

July 2008-May 2012, Lakewood CO

Clients: Molson-Coors Portfolio

Sterling-Rice Group • Art Director

Mar 2007-Oct 2008, Boulder CO

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

Additional experience available upon request.