

HEATHER MUNRO

VISUAL CREATOR, DESIGNER, STORYBOARD & CONCEPT ARTIST

A highly experienced and versatile designer and artist with 7 years of experience in both hand-drawn and digitally generated content, extensive understanding in innovative industries and production pieces across numerous media platforms, in fields that range from film to advertisement. A successful 3 years of managing own business, liaising directly with clients in creating concepts, executing briefs with innovative designs and learning the many aspects and skills needed in mastering a successful business. Skilled communicator of ideas and a resourceful team-player who flourishes in dynamic and fast-paced environments. Proven ability to curate, collaborate and enhance every project involved in.

Now seeks visualiser and designer role.

SKILLS

SOFTWARE

Adobe Photoshop
Adobe Illustrator
iWork suite
Microsoft Office
Wordpress
E-Commerce
Wacom Tablet

PERSONAL

Outstanding client and customer relationships, understanding a satisfied and valued customer will always return (35% of returning customers with Munro Designs).
Exceptional communication and teaching skills; able to inspire, comfort and build self-esteem as demonstrated through tutored art classes at Radcliffe Manor House care home, Nottingham.
Excellent eye for detail, visual design and composition; utilising trends with photography skills for social media marketing, for award-winning Nottingham tapas restaurants Iberico World Tapas and Bar Iberico.

CREATIVE

Art Direction
Creative Visualiser
Innovative
Concept Artist
Storyboard Artist
Digital Editing
Photography
Illustrator

EXPERIENCE

MUNRO DESIGNS, ONLINE FINE ART PRINT SHOP & BESPOKE ART SERVICE

2016 - PRESENT

Owner, Creator & Designer - Nottingham

- ◆ Owner and creator of online platform to host and sell hand created fine-art prints and bespoke commission services. With over 30 annualised sales of commissions alone and an average of 4.9 (out of 5) satisfaction rating with my clients.
- ◆ Focusing on continual development and expansion of platform reach, art direction and user experience with the highest attention to detail. Utilising SEO and viral advertising to increase user conversion by 23%.
- ◆ Offering outstanding B2C quality and communication with clients are the core values of business, showing trust, reliability and knowledge. Resulting in 35% of returning customers for bespoke commissions and fine art services.
- ◆ Leveraging Google Analytics and global marketing trends to steer the creation and design process of the prints pieces to enhance revenue and traffic stream.
- ◆ Collaborating with charities to boost awareness and fundraising for their causes. A recent campaign raised funds for The Royal British Legion by donating 100% of profits made from selling fine art prints of a watercolour piece "Poppy", to mark the 100th anniversary of the Battle of the Somme.

FREELANCE CONCEPT & STORYBOARD ARTIST

2012 - PRESENT

Companies available on request - London, Nottingham, Las Vegas

- ◆ Producing fast, professional, and impacting storyboards to suit the design brief and message whilst working to tight deadlines. Realised 100% hit-rate for deadlines across over 80 projects.
- ◆ International B2B experience and exposure, working closely with a variety of clientele at various stages of their production process to produce inventive, accurate visual representations of the brief, with detail-perfect content that delivers the clients message and art direction at a fast and professionally high stand.
- ◆ Extensive experience supporting and guiding clients through their production process and planning to best recognise their vision in time and within budget.
- ◆ Assisting the Art Director for Zotac Zbox's 2017 promotional campaign, working with Skeleton Productions, Nottingham; designing, dressing and creating exceptional sets and props, working closely with full production team from the designing of the storyboard through to executing the shots on the fast-paced day of the shoot.
- ◆ Lead artist (concepts and storyboards) for "Drift" London short film, the ALEXA 2015 challenge winner and "Best Drama" at 2016 Portobello Film Festival.

FREELANCE ART DEPARTMENT ASSISTANT

2011 - 2016

Companies available on request - London, Manchester, Liverpool, Nottingham

- ◆ Led and executed the full-stack design for "Dulux, Home Improvement Campaign 2012" (London); from the initial mural designing and scenic painting to on set assisting of the shooting of the campaign.
- ◆ Developed and built a main feature to scale set adaption for "Hollyoaks", (Liverpool). Produced technical drawings, concepts, and scale model for the director, to aid future scene shooting and maintain consistency.
- ◆ Successfully integrated and maximised output as part of a large and changing team, on large productions for award-winning programmes, such as Lime Pictures "The House of Anubis" (Liverpool) and All3Media's "Shameless" (Manchester).
- ◆ Operated both on-set and on-location assisting the design team, DOP and Art Director, delivering ever-changing requirements to meet production timescales. Including set dressing and scenic painting, to scale model making and prop creation at national and international TV/Film quality.
- ◆ When working on commercials for high budget brands such as Morrisons, Dulux and Footlocker, ensured communication was one of the top priorities within team and leasing across whole production, keeping the shoot running on time and within budget.

EDUCATION

Nottingham Trent University

2:1 - BA (Hons) Design for Film and Television

2008 - 2011

References available on request