

Heather Gerken

Lead Designer
Brand & Creative
Leadership

CALL
616-366-1313

VISIT
HeatherGerken.com

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EXPECTATIONS

Creative leader with 20+ years of experience shaping brand systems, guiding teams, and delivering high-impact design across regulated and fast-moving environments. Known for leading through collaboration, mentoring designers and partners, and translating complex business goals into clear, cohesive creative direction.

JOURNEY

- 2018 • HEALTHEQUITY**
LEAD DESIGNER
2025 - current
- SENIOR DESIGNER
2020 - 2025
- GRAPHIC DESIGNER
2018 - 2020
- 2016 • POPPY & DOT**
CONTRACT DESIGNER
2016 - 2018
- 2014 • COME ALIVE CREATIVE**
CONTRACT DESIGNER
2014 - current
- 2013 • LITTLE DRESS UP SHOP**
SENIOR DESIGNER +
MARKETING SPECIALIST
2013 - 2018
- 2011 • SWENSEN**
GRAPHIC DESIGNER +
PHOTOGRAPHER
2011 - 2012
- 2006 • DESIGN DESIGN, INC.**
SENIOR DESIGNER
2006 - 2011

ROLE & RESPONSIBILITIES

- Own enterprise brand integrity, ensuring consistency across digital, print, and executive-facing deliverables
- Lead designer for high-visibility and executive initiatives, supporting company-wide priorities and strategic programs
- Acts as proxy for Creative Director, providing creative direction, feedback, and decision support
- Mentor designers and business partners, leading team development, workflow improvements, and design quality elevation
- Manage agency partnerships, driving scale, efficiency, and design debt reduction while maintaining standards

FOCUSED SKILLS

- **Brand & Strategy**
Brand Systems & Governance ·
Campaign Design
- **Creative Leadership**
Creative Direction · Mentorship ·
Executive Presentations
- **Design Execution**
Infographics · Photography ·
Digital Assets

EDUCATION

GRAND VALLEY STATE UNIVERSITY
Bachelor of Science, Emphasis in Design

ABOUT ME



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