



PORTFOLIO

lynnheathportfolio.com

CONTACT

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📍 Doylestown, PA 18901

EXPERTISE

- Graphic Design
- Brand Development
- Packaging & Label Design
- Adobe Creative Suite
- Print Production & Prepress
- Vendor Coordination
- Product Photography
- Web & Digital Marketing
- Social Media Content

LYNN HEATH

Graphic Design & Marketing

Graphic designer and marketing professional with 20+ years of experience specializing in packaging design, branding, print and digital marketing. Extensive experience developing production-ready artwork, coordinating with vendors, supporting product launches, and creating cohesive visual identities across multiple channels. Skilled in Adobe Creative Suite, logo and brand development, advertising, web design and marketing.

WORK EXPERIENCE

LEAD GRAPHIC ARTIST

Oct 2006 - Jul 2026 ●

Renu Laboratories Inc.

- Developed branding, logos, packaging and label designs for skincare, personal care, wellness and OTC products.
- Created production-ready artwork for cartons, labels, tubes, bottles and other packaging formats.
- Worked with domestic and international packaging vendors, including manufacturers in China, to develop custom components to product specifications.
- Managed print and packaging vendor relationships, obtained quotes, reviewed proofs and samples, and resolved production issues.
- Experienced with FDA monographs, OTC labeling requirements and packaging compliance.
- Designed sales materials, brochures, sell sheets, trade-show graphics, presentations, advertising and digital marketing assets.
- Created and maintained company and product websites, social media graphics and email marketing materials.
- Provided product photography, image editing and visual content for marketing and sales.
- Supported product development by reviewing packaging samples, coordinating revisions and working across departments from concept through production.
- Partnered with sales, laboratory, operations and management teams to support customers, product launches and day-to-day business needs.

SMALL BUSINESS OWNER

2012 - Present ●

Hipsy Chick Design Studio.

- Design and create original home décor, gifts and custom products from concept through finished production.
- Develop product branding, graphics, packaging, promotional materials and digital content.
- Manage website, social media, product photography and online marketing for the business.
- Build relationships with customers and retailers while managing sales, inventory, purchasing and order fulfillment.

EDUCATION

Lansdale School of Business - Lansdale, PA 2001 - 2004 ●

Associate in Computer Graphic & Web Administration

- Honors: cum laude (GPA: 3.8/4.0)

Kutztown University Kutztown, PA

1985 - 1988 ●

Undergraduate Studies in Fine Arts and Business