

Heather Arellano-Zapata

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Resume

More than six years of hands-on apparel product development experience through Licuado Wear, developing commercially produced collections from concept through production in partnership with domestic and international production partners.

Combined with 15+ years in conceptual art direction, integrated marketing, and brand development, I bring a unique blend of creative thinking, product development experience, and meticulous attention to detail.

Seeking to contribute my collaborative mindset and resourceful approach to problem solving as an Assistant Technical Designer.

Technical Skills

Adobe Creative Suite (.ai, .psd, .indd)
Production Artwork & File Preparation
Digital Product Mockups
Garment Sewing & Custom Pattern Dev.
Prop Production
Illustration & Photo Retouching
Packaging Design
Trade Show Design
General/Basic Video Editing
MS Word, Excel, PowerPoint & Keynote
Generative AI
Canva

Core Competencies

Concept Development
Collection Development
Apparel Product Development
Manufacturer Collaboration
Sample Evaluation & Product Refinement
Product Quality Control
Product Lifecycle Management
Garment Construction
Creative Problem Solving
Attention to Detail
Organization & Cross-functional Collaboration

Education

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

About Me

Outside of my professional work, I continue to design and create garments, draft patterns, and construct elaborate Danza Azteca regalia, cosplay, and costume pieces from scratch. I enjoy understanding how products are made, refining the smallest details, exploring unique textiles and finishes, and finding thoughtful solutions that balance creativity, functionality, and budget.

LicuadoWear.com • Founder/Apparel Product Designer

December 2019 - Present, Chicago, IL

- Develop 600+ products across apparel, jacquard knitwear, footwear, home goods, and accessories since founding the brand in 2019.
- Develop seasonal collections from concept through production by preparing production-ready artwork, reviewing digital mockups, evaluating production samples, and refining products prior to approval.
- Build and manage a direct-to-consumer ecommerce brand with domestic, international, as well as wholesale sales through the FAIRE platform.

HA! • Freelance Art Director/Designer

April 1999 - Present, Chicago, IL

Clients: Del Real Foods, El Jefe Energy Drink, Flourish Counseling & Coaching, Law Offices of Michael Bartolic, LUMA Coconut Water, MacMurray & Beck Publishing, Ola Cré Skin, ROAR Coffee, Rolinda Stotts Fine Art, Mile High Farms Fall Festival, Broken Shovels Farm & Sanctuary, Grupo Tlaloc Danza Azteca, Grupo Xochitl-Quetzal 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