

# HR HEGNAUER, MBA, MFA

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## EXECUTIVE SUMMARY

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Nine years of experience as senior designer leading teams of editors, writers, and programmers to ideate and execute inspiring design solutions and integrated campaigns. Built business and developed business plan, managed budgets and analyzed financials, met deadlines while juggling numerous projects, and worked with a spectrum of colleagues. Detailed-oriented, creative, and results-driven professional with diverse work experiences and a strong vision. Excellent communication and time management skills. Strong graphic design and typography expertise for digital and print. Proven ability to work in a team environment, lead by example, and motivate with effective communication and consistent feedback. Professional experience combined with MBA and MFA degrees to lead from a perspective rich in contemporary industry knowledge while also emphasizing core business principals and strong communication skills.

## TECHNICAL SKILLS

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ADOBE CREATIVE SUITE  
Indesign, Photoshop, Illustrator  
Dreamweaver, Flash, Acrobat

WEB DESIGN  
Wordpress  
HTML, CSS

WRITING & EDITING  
APA / MLA Style  
Letterpress Printing

## PROFESSIONAL EXPERIENCE

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- Senior Designer *2009 – Present; Denver*  
Built my own business based on designing award-winning books, websites, and promotional material for independent publishers, artists, writers, non-profits, and small businesses
  - Lead teams of publishers, editors, art directors, and writers to design over 150 books, 30 websites, 15 CDs, and many other promotional materials
  - Worked with hundreds of clients and organizations; dozens on a regular basis
  - Taught workshops and given demonstrations to organizations, universities, and at conferences
  - For a detailed portfolio of my work, please visit my website: [www.hrhegnauer.com](http://www.hrhegnauer.com)
- Advertising and Promotions Manager and Designer; Palgrave Macmillan Publishing House *2007 – 2009, New York City*  
Designed all book galleys, advertisements, catalogs, postcards, conference material, and other promotional material
  - Managed 2 major budgets: \$500K annually for direct-mail; \$200K annually for advertising
  - Increased number of advertising campaigns by 39% in my first year while not affecting the budget
  - Managed and designed over 200 ads and 150 direct-mail campaigns annually

## EDUCATION

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- Professional MBA, University of Denver, Daniels College of Business, Denver, Colorado, 2016
  - Specialization in marketing, ethical & sustainable leadership, and international studies
  - Capstone project: Business consulting for Colorado Coalition for the Homeless
  - Study abroad in India, Hungary, and along the US/Mexico border
  - Elected cohort leader
- MFA, Writing and Poetics: Naropa University, Boulder, Colorado
- BA, English: The Evergreen State College, Olympia, Washington
  - Study abroad in Japan
- Associate of Applied Arts, double major, Graphic Design, Photography: The Art Institute of Seattle, Seattle, Washington
- Certificate, Website Design – HTML, CSS: Noble Desktop, New York City

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## TEACHING & LECTURING EXPERIENCE

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- Adjunct Professor
  - University of Colorado: Advanced Poetry Workshop
  - Johnson & Wales University: Principles of Composition and Design; Imaging for Digital Media  
Including university-wide curriculum development
  - Naropa University: Book Design; Poetry Workshop
- Guest Lecturer
  - University of Colorado, Boulder & Denver
  - University of Denver
  - Colorado State University
  - University of Wyoming
  - Pace University, SUNY, New York
  - Lighthouse Writers Workshop
- Featured Conference Presenter
  - Association of Writers and Writing Programs (AWP): Seattle, Boston, Chicago, Washington DC, Denver, New York
  - Naropa University Summer Writing Program: Boulder
  - &Now Conference: Los Angeles, Boulder
  - Movement Research Project: New York City

## CLIENTS

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- Publishers
  - 1913 Press
  - Abecedarian
  - Belladonna\* Collaborative
  - BlazeVOX Books
  - Books Baby
  - Bone Bouquet
  - Cat in the Sun Press
  - Coconut Books
  - Durga Press
  - Erudite Fangs Press
  - Essay Press
  - Etherdome Press
  - Farfalla Press
  - Futurepoem Books
  - Horse Less Press
  - Instance Press
  - Letter Machine Editions
  - Litmus Press
  - Lunar Chandelier Press
  - Monkey Puzzle Press
  - Nightboat Books
  - Noemi Press
  - Palgrave Macmillan
  - Palm Press
  - Portable Press @Yo-Yo Labs
  - RCR Creative Press
  - Steerage Press
  - Telephone Books
  - Trembling Pillow Press
- University Presses
  - Ahsakta Press
  - Boise State University
  - Bombay Gin; Something on Paper
  - Naropa University
  - Denver Quarterly
  - University of Denver Subito
  - Subity Press
  - University of Colorado
- Non-profits & Organizations
  - Ether Sea Projects
  - Fast Speaking Music
  - Poetry Project
  - Poets House
  - Star Benefit Auctions