

# HEATH J. EISBERG

Senior Design Professional  
Agency/Corporate

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## Professional Experience

**Bensussen Deutsch and Associates,**  
Indianapolis, Indiana  
2003 - 2020

- **Company:** At BDA, I provided multi-discipline design services to a dozen clients per week.
- **Leadership:** Conducted Training and Mentoring
- **Financial Management:** Manage Account Teams creative budgets, forecasting, billable hours, project estimates, and entering invoices

### Primary Responsibilities:

- Lead in the ideation for branding and identity, collateral design, environmental design, packaging design, POP Displays, product design, and wearables for our client companies.
- Create design from the Indianapolis office with routine communications to HQ in Seattle and engaging remotely with regional sales offices in Atlanta, Austin, Detroit, Charlotte and New York; also working on site at the Seattle HQ.
- Managed at least 10 projects or tasks at a given time in a fast-paced environment while meeting assorted deadlines.
- Maintained the efficient use of project creative budgets.
- Help train new associates on creative best practices as a part of new hire training.
- Collaborate with New Business Development to design presentations, proposals for RFPs for new businesses, as well annual and quarterly business reports for existing clients.
- Manage local Mac networking and maintenance; e.g., get all initial local server and backup systems set up and networked, worked with IT to optimize connections; replaced / upgraded RAM, hard drives, trouble shoot and generally keep the Macs in the satellite office in excellent operating condition.
- Took on ad hoc roles within the office: function as the Office Manager primarily in charge of working as HR liaison in our regional office; function as the ADT primary contact for the security system; function as the local building contact for any day-to-day issues related to building functions. Also conducted office supplies and hospitality ordering, and process order invoices.

### Key Results:

- Developed \$6.2M pipeline for Dell by conceptualizing a direct mail program which yielded a 38% response.
- For Eli Lilly, post launch of their new diabetes drug Byetta, worked with the Account Manager and was responsible for securing an order for \$175K.

- Generated \$450K in project design support for 2019 NCAA in conjunction with Championship initiatives such as Track and Field, March Madness, College Basketball Academy, and Women's Final Four.
- Work accepted in Print Magazine's Regional Design Annual for the Lipton Tennis Championships.
- Produced \$800K+ in sales across 600k products by developing creative for Home Depot's 40th Anniversary program.
- For the FedEx account, designed packaging for the 10th Anniversary FedEx cup bobblehead set. Included individual boxes and an overall case; the set was featured in the @PGATOUR Twitter sweepstakes and led to increased followers to their account.
- Took the initiative to create design training materials for new associates to be included as a part of the overall new hire training program.
- Teamed up with New Business Development and responsible for the design on various RFPs, winning contracts with Mercedes Benz USA, Gold's Gym, Zillow, and Marriott Vacations Worldwide.
- Within 48hrs, led project with Dell National Account Manager to create 4 shirts to be designed, printed, and shipped. Hit the deliverable, and Dell's SVP of North American sales increased the order by 20%. VP of Marketing used the art in the President's QBR with Michael Dell.
- Leading to a \$30K order which repeated the following two quarters, provided in-house creative direction for both copy and design working with the Dell National Account Director.
- For Abbott Laboratories, developed quick turn concepts with the National Account Manager to secure the initial order from Abbott against multiple vendors. Client stated the bid was awarded because of the design.
- For Eli Lilly and Amylin Pharmaceuticals account, designed launch product with the Account Manager for the new diabetes drug Byetta ; included B-Cell character representations as a tape dispenser and a desk caddy. Client noted "...reps are on the edge of their seats waiting to receive these into inventory, I have received much recognition for these".
- Supported Dell World. Dell's biggest event of the year; Dell client was flooded by last minute requests requiring multiple print collateral pieces; client noted, "Heath Eisberg stepped up huge to help save the day, ...[his] creativity is amazing and [his] commitment to help hit deadlines is impressive".

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## Education and Technical Skills

- **Degree:** Bachelor of Fine Arts, Graphic Design, Ball State University, Muncie, IN
- **Design Technical Skills:** Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Acrobat, Adobe Creative Suite
- **Software:** Microsoft Office Suite: Word, Excel, PowerPoint, Outlook