

CITY OF ANGLETON  
TRAFFIC BOX ART

*Heather  
Pizzitola*

## LETTER OF INTEREST & ARTIST STATEMENT

As a resident of Sugar Land, I have a passion to celebrate Texas culture and natural beauty. My vision for your Traffic Box Wrap is to use my impressionistic illustration style to highlight Texas wild flora and fauna. I've included 2 options from my collection for your community to select from.

As a professional graphic designer, I have national and international experience - designing for major brands and local non-profits. I've had to public art commissions in the City of Sugar Land. Additionally, I'm well-versed in providing accurate and professional print files for the final production of the project.

I look forward to potentially working with the committee and community to beautify The City of Angelton.

Thank you,

HEATHER PIZZITOLA



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Sugar Land, Texas

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Phone: 281.745.3560

## ARTIST RESUME

*Based in Sugar Land, Texas | Working with clients worldwide*

Hello, I'm Heather Pizzitola; a graphic artist with 20+ years of experience. I've been a freelance designer since 2009 and have had the opportunity to work with organizations such-as: Chick-fil-A, David Weekley Homes, The National Geographic Society and many other small business owners and nonprofits.

### EXPERIENCE

#### **Heather Pizzitola Design**

Owner/Creative Director  
Aug 2003 – Present

#### **Second Baptist Church • Houston, TX**

Graphic Designer / Art Director  
Aug 2003 – Dec 2009

#### **David Weekley Homes**

Graphic Designer  
2005 – 2006 •

#### **National Geographic Association**

Graphic Designer Intern  
Aug 2002 – Dec 2002

### EDUCATION

#### **Taylor University • Upland, Indiana**

Graphic Arts, BA  
Communication, Minor  
Public Relations, Minor  
1999 – 2003

#### **Rhode Island School of Design**

Summer Institute for Graphic Design  
Studies Summer of 2002

### MEMBERSHIPS

**The American Institute of Graphic Arts**

# DESIGN PROPOSAL

*LP*

# TRAFFIC BOX | PROPOSAL A

Texas Wildflowers



# TRAFFIC BOX | PROPOSAL A

Texas Wildflowers

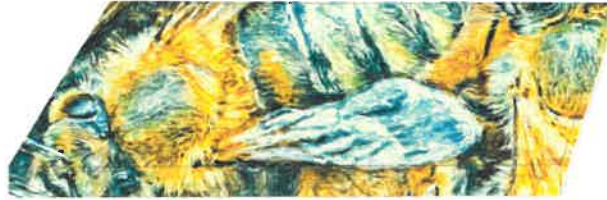


illustration detail



TRAFFIC BOX | PROPOSAL B

Texas Honeybees



# TRAFFIC BOX | PROPOSAL B

Texas Honeybees



illustration detail





# ARTIST SAMPLES

*LP*

# Sugar Land Traffic Box '22

*Location:  
HWY 6 at Brooks St.*

As a resident of Sugar Land, I have a passion to celebrate our beautiful community and long history. My vision for the Traffic Box Wrap is to use my impressionistic style to highlight an aspect of life in Sugar Land...dance.

The illustration includes young dancers in motion. This highlights the vibrant dance culture among our residents, which trains up young dancers for the future; a look ahead.

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**Patty Holley**

Cultural Arts Coordinator,  
Sugar Land Office of Economic  
Development

D: (281) 275-2229

pholley@sugarlandtx.gov



# Sugar Land Traffic Box '18

*Location:*

*Hwy 6 at Imperial Blvd.*

My vision for the Traffic Box Wrap is to use my flat-line graphic style to illustrate iconic architecture and aspects of life in Sugar Land. The illustrations include the historic Sugar Refinery, City Hall, Constellation Field, Smart Financial Center, Railroad and Airport.

Some of the activities and accent illustrations include the dragon boat races, kite festival, sugar cane fields, our lush vegetation, and more.

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# Chick-fil-A Marketing

## Graphic Design

Since 2010, Heather Pizzitola has provided creative design services for Chick-fil-A Support Center, market areas and individual operators.

Services provided include, print, digital, outdoor and web site development.



# Arrow Plumbing

## Graphic Design

It was a pleasure to update the identity of Arrow Plumbing, a 40+ year old plumbing company based in Sugar Land, Texas.

Arrow had a long history with their previous Arrow/Plunger logo and then a series of designs for their Arrow Man.

It was an interesting challenge to maintain the key elements and colors but giving them an entirely fresh look - including an all new illustration for the Arrow Man.



**ARROW**  
PLUMBING

The logo features the word "ARROW" in a large, bold, red sans-serif font with a white outline and a yellow drop shadow. Below it, the word "PLUMBING" is written in a smaller, black, spaced-out sans-serif font. The entire logo is set against a white background with a yellow horizontal bar above and below the text.

*Heather  
Pizzitola*

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