

Heidi Leech

202-425-0600 · heidi@heidileech.com

Overview

An enthusiastic graphic designer with thirteen years of experience in the area of visual internet design. Excellent organizational, communication, interpersonal and collaborative skills. An eye for detail and a positive attitude. Highly motivated and committed to organizational success. Apt learner, good under pressure.

Expert with Photoshop and web image optimization, Dreamweaver, XHTML/CSS coding and Illustrator. Experienced in information architecture, site planning and design, art direction, usability/user experience and project management. Familiar with design for custom databases, JavaScript and other aspects of site functionality.

Education

Colorado State University (CSU) at Fort Collins
Master of Fine Arts in Graphic Design · 1997
Bachelor of Fine Arts in Graphic Design · 1994
Magna Cum Laude

University of Colorado (CU) at Boulder
Bachelor of Science in Aerospace Engineering · 1988

Awards, Exhibitions & Publications

World Bank Youthink! Web Site · 2006
Webby Award Winner, Activism category

Published article: "Weaving Your Own Web" · 2006
Handwoven, Issue 131, pp. 30–32

Marriott Canadian Microsite · 2000
Graphic Design:usa, American Graphic Design Awards,
Internet/Interactive category

Saab USA Web Site · 1998
Clio Award Certificate, World Wide Web category

Set · MFA Thesis Show · 1997
Mixed media installation including one-minute Alias
animation piece at CSU Directions Gallery

Colorado International Invitational Poster Exhibition
Collection documentation at CSU Libraries · 1995–1997
Committee member and graphics support · 1993–1995

Experience

Sole Proprietor

Heidi Leech Web Design · Washington DC · 2003–present
Freelance web designer and programmer for a variety of clients and in a variety of capacities. Manage multiple projects and work individually or as part of a team.

Web Designer

Graves Fowler Associates · Rockville MD · 2000–2003
Only dedicated web person in bi-coastal design firm. Served in an array of capacities including project manager, designer, art director, HTML programmer, client contact and vendor management. Juggled up to eight projects at any one time: new web sites, site redesigns, maintenance, improvements, illustration and icon design. Worked individually and in teams. Educated coworkers in web trends and technology.

Interactive Designer and Art Director

*Interactive Sales and Marketing
Marriott International, Inc.* · Bethesda MD · 1998–2000
Designed, art directed and managed hotel and travel-related web projects including animated banners and promotions, site updates, logo, icon and navigation design; intranet, multi-language and new brand sites; award-winning regional hotel "microsites," and print books transitioned online.

Digital Designer

Proxicom, Inc. · Reston VA · 1997–1998
Created internet graphics for corporate clients working in team environment. Designed company marketing collateral.

Typography and Advertising Design Instructor

CSU Department of Art · Fort Collins CO · 1997
Directed third and fourth year students to design corporate identity programs for selected clients in a simulated professional environment.

Freelance Designer

Fort Collins CO · 1994–1997
Designed professional catalog and newsletter layouts, business identity design and book illustrations. Customers included Leo Castelli Gallery/New York; Loveland Colorado High Plains Arts Council/Loveland, CO; OneWest Art Center/Fort Collins, CO; ABC-CLIO Publishers/Denver, CO.

Relevant Work

Portfolio is available at www.heidileech.com/portfolio.

References are available upon request.