

# Heidi Leech

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## Overview

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

Expert with Photoshop and web graphics optimization, Dreamweaver, XHTML/CSS coding and Illustrator. Experienced in information architecture, site planning, IA/UX, art direction, Section 508 compliancy and project management. Familiar with design for custom databases and mobile web, JavaScript/jQuery and HTML5/CSS3.

## 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

IntelliDyne Mobile Masters Competition · 2012  
1st place win to Team Immobile  
for Checkbot, an enterprise task management app

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 3D animation piece at CSU Directions Gallery

## Experience

### Web Designer

*Development & Creative Services*

*IntelliDyne, LLC · Falls Church VA · 2011–present*

Design and optimize user interfaces to support public sector websites and programs. Work closely with project managers and UX lead to reach effective web solutions for in-house departments and outside clients. Also provide website maintenance support and perform 508 compliancy testing.

### 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*

As sole web designer in the studio, served in an array of capacities including designer, art director, HTML programmer, client contact and vendor management. Juggled multiple projects: new websites, site redesigns, maintenance, 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 landing pages; 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.

## Relevant Work

*Portfolio is available at [www.heidileech.com/portfolio](http://www.heidileech.com/portfolio).*

*References are available upon request.*