

## HEIDI LEECH

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### SUMMARY

Award-winning graphic designer and art director with over two decades of experience in visual and web design, illustration, UX/UI design, HTML/CSS, typography, accessibility and Section 508 compliance. Passionate about design principles and best practices, user experience, usability and quality front-end coding. Creative, collaborative and organized, with excellent soft skills, a positive outlook, and a drive to make simple, elegant and accessible work solutions.

### TECHNOLOGY SKILLS

- **Design Tools:** Photoshop, Illustrator, InDesign, InVisionApp
- **Design for CMS Frameworks:** Drupal, Wordpress, custom
- **Accessibility:** Acrobat Pro Accessibility Checker, Microsoft Office Accessibility Checker, Accenture Digital Diagnostics Engine (ADDE), WAVE, NVDA, Siteimprove
- **Development:** HTML/CSS, Dreamweaver, Visual Studio
- **Office:** Acrobat Pro, G Suite, Siteimprove, Microsoft Office
- **Operating Systems:** Mac OS X, Windows 7/10, iOS, Android

### EXPERIENCE

#### BlueWater Federal Solutions, Inc.

June 2018–Present

*UX/UI Designer for BlueWater Client: General Services Administration (GSA)/Office of Strategic Communication, DComms*

- Create user interface designs for the GSA projects, including the GSA.gov Refresh and Per Diem Mobile App projects, working with project managers, developers and the UX team
- Design icons to support GSA offices and apps
- Assist with content and code quality, and accessibility improvement, for GSA.gov using the Content Management Platform (CMP) and Siteimprove
- Handle special requests for graphic design, including site banners, photo retouching and collage, and photo research

#### Media Fusion, Inc.

October 2017–June 2018

*Web Designer for Media Fusion Client: National Air and Space Administration (NASA)/Communication Support Services Center (CSSC)*

- Designed, and provided front-end development and web maintenance for, internal and external websites
- Acted as point person for the team's project management software (JobTraQ by Swift Systems): troubleshoot issues, improved workflow/processes, generated reports, educated team members
- Remediated documents for Section 508 accessibility and compliance
- Designed and produced print products as needed

**Heidi Leech Craft & Design****November 2003–October 2017***Freelance Visual Designer and Sole Proprietor*

- Designed and delivered custom illustrations, icons, and other graphic design products
- Performed web design, front-end development and maintenance services for clients, and individual projects throughout full design life cycle
- Provided staff augmentation for short-term contracts as needed
- Provided 508 accessibility and search engine optimization (SEO) consulting

**AMDEX Corporation****December 2012–July 2017***Team Lead, Digital Strategies*

- Supported and managed the Digital Strategies design division, offering solutions to private- and public-sector clients
- Served as corporate subject matter expert in responsive site and application design and development
- Designed technical white papers, logos and icon sets, and provided proposal support
- Led the corporate website redesign project

*Senior UX/UI Designer and 508 Accessibility Specialist for AMDEX Client: US Department of Health and Human Services (HHS)/Administration for Community Living (ACL)*

- Following Section 508 standards and guidelines (specifically [1194.22](#)), led issue management and compliance efforts for 10+ HHS/ACL websites, and acted as liaison for 508 issue management of external ACL websites
- Created an accessibility workflow for mitigating findings and managing false positives
- Worked to achieve and maintain an average HHS/ACL website 508/ADDE score of above 98% from 2013–2017 (highest within HHS for 3 years)
- Provided one-on-one accessibility consulting and training for websites, documents and graphics
- Oversaw team design activities and acted as art director
- Designed, built, maintained, and archived responsive website for [White House Conference on Aging](#) in 2015
- Designed websites, user interfaces, mockups, wireframes, page templates, site maps, style sheets, menu systems, banners and other graphics, and optimized graphics for web, considering usability, user experience, and accessible and responsive design in all cases
- Provided routine maintenance—and utilized and oversaw the ticketing system—for 10+ HHS/ACL websites, including public and internal sites and applications

**IntelliDyne, LLC****March 2011–November 2012***Web Designer*

- Provided design support, maintenance, and 508 analysis for public websites including Military Health System (MHS), TRICARE, Defense Centers of Excellence (DCoE), and IntelliCam
- Designed for government websites and applications in support of the Department of Defense (DoD), MHS, DCoE, and other subsites

- Provided interface design, design support and mockups for commercial projects and websites including IntelliDyne (public and private web and mobile sites and applications), IntelliCam, and City of Falls Church
- Worked closely with project managers, user experience lead, and developers to reach effective web solutions for in-house departments and other clients
- Functional responsibilities included branding, logo creation, design concepts and mockups, wireframes, typographic and interface design, usability, user experience, 508 analysis and design documentation/style guides

**Graves Fowler Associates**

**August 2000–October 2003**

*Web Designer*

- Designed and coded websites, and provided redesign and sustainment efforts
- Created custom illustrations and icon systems
- Functioned as art director, project manager, client contact, and vendor manager as required
- Educated coworkers in web trends, accessibility, and technology

**Marriott International, Inc.**

**April 1997–August 2000**

*Interactive Designer and Art Director*

- Designed, art directed, and managed hotel and travel-related web projects: 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*

- Created internet graphics for the Marriott suites of hotels in a small team environment
- Designed marketing collateral

**EDUCATION**

- Colorado State University, MFA in Graphic Design
- Colorado State University, BFA in Graphic Design, *magna cum laude*
- University of Colorado at Boulder, BS in Aerospace Engineering

**AWARDS, EXHIBITIONS & PUBLICATIONS**

- 2012 First Place, IntelliDyne Mobile Masters Competition, for Checkbot, an enterprise task management app
- 2006 Webby Award (Activism category) for [World Bank Youthink! website](#) design
- 2006 Published article: “Weaving Your Own Web,” *Handwoven*, Issue 131, pp. 30–32
- 2000 Graphic Design:usa American Graphic Design Award (Internet/Interactive category) for Marriott Canada Microsite
- 1998 CLIO Award Certificate (World Wide Web category), Saab USA website
- 1997 [Set, MFA Thesis Show \(PDF\)](#), mixed media installation including one-minute Alias 3D animation piece at Colorado State University Directions Gallery