

HEIDI LEECH

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SUMMARY

Award-winning graphic designer and art director with 20+ years of experience in visual and web design, illustration, UX/UI design, HTML/CSS, typography, and accessibility/Section 508 compliance. Committed to excellence in design principles and best practices, user experience, usability and front-end development. Problem solver and strategic thinker with innovative creativity and effective collaboration and customer service on all levels with internal and external stakeholders. Highly organized and detail-oriented, with excellent communication skills, a positive outlook, and a drive to make functional, elegant and accessible work solutions.

TECHNOLOGY SKILLS

- **Design and wireframing tools:** Photoshop, Illustrator, XD, InVision
- **Design for CMS frameworks:** Drupal, Wordpress, Custom
- **Accessibility:** Acrobat Pro Accessibility Checker, Microsoft Office Accessibility Checker, Siteimprove, WAVE, NVDA
- **Development:** HTML5/CSS3 (including Flexbox), JavaScript, Dreamweaver, Visual Studio
- **Productivity:** Acrobat Pro, G Suite, Microsoft Office
- **Collaboration:** Trello, Jira, Slack, Mural
- **Operating systems:** Mac OS X, Windows 10, iOS, Android

EXPERIENCE

Manhattan Strategy Group

December 2019–Present

Digital Designer

- Use best practices and UX perspective to design accessible and usable graphics, mockups, icons, campaigns, site maps, wireframes, style guides, templates and interfaces for projects company-wide in support of government clients
- Collaborate with the IT team in an agile environment and use a mobile-first/responsive approach to web design projects
- Meet and communicate with managers and customers to understand project requirements and objectives
- Develop and present design ideas internally and to clients that display an understanding of graphic design, layout and composition, color theory and typography
- Work with the development team to implement approved designs into digital products
- Perform checks and remediation to make products 508-compliant and accessible

BlueWater Federal Solutions, Inc.

June 2018–November 2019

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

- Provided visual, informational, functional and interactive design support for GSA's primary external website (GSA.gov), mobile application (Per Diem), intranet (InSite) and other digital communication products, including designing intuitive, user-friendly and accessible user interfaces, graphics, themes and layouts

- Created mockups, page templates, site maps, style sheets and menu and icon systems, and optimized banners, graphics and photos, based on usability research and analysis, to create accessible and responsive user experiences and content for GSA.gov and InSite
- Managed agency web-design efforts, including front-end development and implementation of user interface (UI) designs, following current World Wide Web Consortium (W3C) standards, the US Web Design System (USWDS) principles, and GSA and OMB standards
- Contributed to the development of GSA brand and visual style guides and documentation, created visual design training materials, and participated in the formation of standard operating procedures for DComms program management office (PMO) activities
- Met with managers, customers and stakeholders to understand project objectives, then developed solutions, including wireframes, user stories and process flows, as applicable
- Collaborated with project managers, developers and user experience (UX) specialists in an agile project environment, using relevant tools to manage and track multiple projects and tasks to execute all stages of visual design, from concept to final hand-off or launch
- Contributed to the configuration of GSA's custom Drupal/Content Management Platform (CMP) modules and components to result in optimal interactivity, functionality and usability for system users, agency websites and intranet portals
- Provided tech support to system users, troubleshoot display issues, and performed quality assurance checks, testing and fixes for website content using the CMP and Siteimprove to ensure that content displayed correctly across all common browsers and mobile devices, and also complied with the GSA style guide, and formatting and branding standards
- Researched and remediated quality and accessibility issues in collaboration with site managers and content specialists for OSC-managed websites and apps, including Section 508 compliance and following the Web Content Accessibility Guidelines (WCAG)

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 NASA websites
- Managed, and served as point person for, the team's project management software (JobTraQ by Swift Systems): communicated with off-site support, 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

AMDEX Corporation

December 2012–July 2017

Team Lead, Digital Strategies

- Managed and designed for the Digital Strategies design division, offering solutions to private- and public-sector clients
- Served as corporate subject matter expert in responsive website and application design and development
- Designed and edited 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
- Performed 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

Heidi Leech Craft & Design

November 2003–February 2011

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
- Starting in 2006, added an auxiliary aspect of the business making and selling crafts

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