

# HEIDE RANDALL

DESIGNER:  
GRAPHIC/VISUAL/WEB

PORTFOLIO & CONTACT INFO:  
HEIDSTER.COM

## + Highlights

- Over 20 years experience as a graphic and web designer
- Expansive knowledge of digital, print, and web production
- Strong understanding of both corporate and studio/agency environments
- Perfect combination of technical knowledge and creative insight

## <> Technical Skills

- Adobe Creative Suite/Creative Cloud: Photoshop, InDesign, Illustrator, Dreamweaver, Flash, Fireworks
- HTML5, CSS3, Javascript/jQuery
- Mobile-first/responsive design (Bootstrap, Foundation, etc.)
- CMS (WordPress, Joomla)
- MS suite of products (Word, Excel, PowerPoint, etc.)
- Pre-press production

## i General Info

The qualities I have that help me to be a successful designer include:

- Conceptually creative *and* tech-savvy
- Creative *and* critical thinker
- Strong understanding of design principles
- Sound understanding (and deep love and respect for) typography
- Strong knowledge of color theory
- Excellent written, verbal, organizational, interpersonal and communication skills
- Active listener; active learner
- A lot of patience, curiosity, and desire to always learn more

## ☰ Experience

Freelancer/  
Contractor  
1987 - present

### Graphic Artist/Web Designer/UX/UI

All different facets of graphic, web, and UI/UX design, including custom websites (new and existing; wireframing to visual design to implementation), logo design, print and pre-press production, corporate branding and rebranding, cross-media projects

Meridian  
Knowledge  
Solutions  
2000 - 2016

### Senior Designer (UX/Web/Graphic)

UI/UX design: mock-ups, low- and high-fidelity wireframes, interactive HTML prototypes for company's flagship web-based/SaaS product, Meridian Global LMS (CSS, HTML, jQuery, Javascript, Section 508c)

*Note:* Full-time, salaried, 100% remote worker for this Virginia-headquartered company for 16 years.

Create and maintain custom themes and branding for Meridian Global implementations for 100s of clients, including: Abbott Laboratories, Autozone, CSX, Daikin, Dept. of Homeland Security, GSA, Land 'O Lakes, Livestrong, Marketo, Motorola, Nationwide, and Toshiba

Closely coordinate with software architects and engineers in system design and implementation in an Agile environment utilizing Scrum methodology

Design and develop hundreds of hours of courseware (ensuring SCORM conformance and Section 508 compliance)

Create and maintain library of sales and marketing materials including, but not limited to infographics, advertisements, brochures, tradeshow booth displays, and web collateral

schererMedia  
1987 - present

### Web/Graphic Designer (part-time)

Responsibilities for this design studio include web and print projects for dozens of clients, including: American Hellenic Institute, WRMEA, Sherman Custom Guitars, Brookfield Reader, APMP

The Warren  
Sentinel  
1992 - 2000

### Design Director

Layout, design, pre-press and digital production for this weekly newspaper

Converted publication from cut-and-paste flats to entirely digital delivery to press

Created and maintained newspaper's website

Won dozens of VPA design awards