

# HEIDE RANDALL

## DESIGNER:

GRAPHIC/VISUAL/WEB

## PORTFOLIO & CONTACT:

WWW.HEIDSTER.DESIGN

HEIDE@HEIDSTER.COM

## + HIGHLIGHTS

- Over 25 years of design experience
- 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: Illustrator, Photoshop, InDesign, Dreamweaver, Acrobat
- MS suite of products (Word, Excel, PowerPoint, etc.)
- Pre-press production
- HTML, CSS, Javascript/jQuery
- Mobile-first/responsive design
- CMS (WordPress, HubSpot, Joomla)

## 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

### Heidster Design

2015 - present

#### OWNER / FREELANCE VISUAL DESIGNER

Providing all facets of graphic, web, and UI/UX design, including custom websites (from wireframes to implementation), logo design, presentations, print and pre-press production, corporate branding and rebranding, cross-media projects

### Meridian Knowledge Solutions

2000 - 2016

(Full-time, salaried, 100% remote worker for this Virginia-headquartered company for 16 years.)

#### SENIOR DESIGNER (UI/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)
- 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

### scherer Media

1987 - 2015

#### 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