

## HEIDI STEVENS

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### SUMMARY

Talented and extremely versatile graphic design professional with 14 years experience in progressively more challenging positions. Adept in all aspects of print and Web design.

### SKILLS

Corporate branding  
Logo design  
Page layout design  
Pre-press production  
Corporate Web & UI design  
DHTML & CSS  
Proficient on Windows  
and Macintosh OS

### SOFTWARE TOOLS

Photoshop  
Illustrator  
Dreamweaver  
Flash  
InDesign  
QuarkXPress  
Captivate  
Microsoft Office

### EDUCATION

**Art Institute of Pittsburgh**  
Associate Degree in Visual  
Communications

## ► PROFESSIONAL HISTORY:

### THE PETS FOR THE ELDERLY FOUNDATION

Mentor, Ohio

Receptionist/Administrative Assistant

Jul 2006 – Oct 2006

- Managed three-line phone system; all incoming calls
- Handled all incoming and outgoing mail correspondence
- Initiated and created electronic cataloging and physical storage of all software assets
- Art directed and redesigned company Web sites [petsfortheelderly.org](http://petsfortheelderly.org) and [allamericaroadside.org](http://allamericaroadside.org) [site has subsequently been altered and no longer reflects my design]
- Responsible for all Web site content updates and graphics

### MINUTEMAN PRESS

Beachwood, Ohio

Graphic Designer/Customer Service Representative

Jan 2006 – June 2006

- Managed five-line phone system; all incoming calls; initial customer contact and job orders
- Processed all customer direct and bulk mailings with AccuZip 6
- Art directed and designed all customer collateral including direct mail and advertising
- Art directed and designed all internal marketing materials including direct mail campaigns and advertising including Direct Mail for Restaurants postcard campaign
- Co-managed all pre-press production of client and internal materials

### PEROT SYSTEMS CORPORATION

[Information Technology Services]

Plano, Texas

Technical Writing Specialist/Voiceover Artist/Graphic Design Specialist

Tenet Healthcare Corporation Account; Dynamic Online Training Team

Aug 2004 – Dec 2005

- Developed scripts for client's online curriculum materials
- Collaborated with subject matter experts to develop clients' training lesson content and strategy
- Responsible for proofing and editing fellow team members' training material content
- Performed voiceovers for lessons for all client online curriculum materials
- Designed all virtual mockups for Web and CBT applications

Senior Graphic/Web Design Specialist

Tenet Healthcare Corporation Account; Dynamic Online Training Team

Oct 2003 – Aug 2005

- Art directed multi-media campaign to promote DOT Team products to account leadership
- Designed virtual mockups for Web and CBT applications
- Developed Web and CBT lessons with RoboDemo and Captivate
- Performed voiceovers for lessons for all client online curriculum materials
- Responsible for proofing and editing fellow team members' training material content
- Mentored entry level designers and fostered their creative development

**Senior Graphic/Web Design Specialist/Client Training Specialist**  
**Tenet Healthcare Corporation Account/St. Joseph Health System Account**  
**Nov 2001 – Oct 2003**

- Developed a consistent, cohesive system of graphics for use with all CAREnet Intranet content
- Co-managed and hand-coded all HTML content for St. Joseph Health System's CAREnet Intranet project
- Initiated the first internally-taught content management training program for SJHS nurses and administrative staff
- Designed, wrote and produced all course materials
- Traveled to all SJHS locations to train nurses and administrative staff to update content using Macromedia Dreamweaver
- Demonstrated ability to consistently individualize instruction, based on clients' interests, needs and abilities
- Co-managed all help desk requests from SJHS content managers
- Enlisted by Tenet development team to create Web graphics for bloodless.com
- Art directed and designed covenantmss.org

**Senior Graphic Designer**  
**Corporate Communications**

**May 2000 – Aug 2001**

- Art directed and designed a multimedia sales presentation package of the entire company overview and company verticals, divisions and accounts using Macromedia Flash and Mediacentric Vista
- Oversaw and directed the work of the Junior Designers
- Art directed and designed company-wide promotional campaign for perotcompanystore.com site launch
- Art directed and designed internal branding materials for multiple company divisions and teams
- Art directed and designed sales brochure for company travel division
- Negotiated print and paper vendor costs
- Guided offset printing process by providing on-press supervision and input

**HUGHES & LUCE, LLP**  
**[Law Firm]**  
**Dallas, Texas**

**Art Director**

**Feb 1999 – May 2000**

- Art directed and designed internal branding materials for multiple practice sections and their subsequent publications and collateral materials
- Art directed and designed firm advertising in Austin Business Journal, Dallas Business Journal and Texas Lawyer
- Art directed and designed firm's first company overview brochure
- Art directed and designed all practice section business brief invitations and presentation materials
- Art directed and designed all practice section newsletters
- Art directed and designed all firm special event invitations
- Enlisted by Information Technology team to create Web graphics for hughesluce.com
- Negotiated print and paper vendor costs
- Guided offset printing process by providing on-press supervision and input

**TEXAS LAWYER (American Lawyer Media™)**  
[Legal Affairs Newspaper]  
Dallas, Texas

**Senior Graphic Designer/Assistant Art Director**  
**June 1998 – Feb 1999**

- Art directed entire publication from concept to print in the art director's absence
- Designed page layout for newspaper and special magazine inserts
- Art directed special issue magazines
- Created illustrations for *Texas Exchange* section of the paper
- Negotiated print and paper vendor costs
- Art directed second redesign of the Dallas Bar's *Headnotes* newsletter
- Guided offset printing process by providing on-press supervision and input

**Junior Graphic Designer**  
**Jan 1998 – June 1998**

- Produced logos and design elements for special issues
- Designed page layout for newspaper and special magazine inserts
- Negotiated print and paper vendor costs
- Art directed, redesigned and produced *Headnotes*, the monthly newsletter of the Dallas Bar Association

**Production Artist/ Designer**  
**Oct 1997 – Jan 1998**

- Assembled and pasted-up camera-ready pages for printing
- Laid out pages in newspaper and supplemental magazine inserts
- Produced *Case Summaries*, a weekly publication summarizing current court decisions
- Converted entire publication to html for online subscribers

**HALLMARK CARDS, INCORPORATED**  
[Greeting Card Manufacturer]  
Kansas City, Missouri

**Process Artist**  
**Mar 1996 – Aug 1996**

- Delivered color manipulation and separation, secondary process digital files and digital assembly of artwork files
- Collaborated with designers, design planners, art directors, process art supervisors and the quality assurance department to facilitate pre-press production

► **FREELANCE DESIGN EXPERIENCE:**

**Freelance Graphic Designer/Illustrator**  
**Jan 1993 – Present**

**Selected Accomplishments:**

- Designed graphics and trade show elements for product prototypes for Garmin, Gas Research Institute, KMDI and Utilicorp through Design Concepts Inc. and Dimensional Communications, Inc.
- Illustrated four trading cards for the inaugural Marvel Flair collector card set
- Co-created all display panels for Missouri State Archives' 30th Anniversary exhibit
- Art directed, designed and produced monthly newsletter for ALA Dallas Chapter
- Art directed and designed all collateral materials for Dallas Int'l Church of Christ
- Art directed and redesigned of [adammarsland.com](http://adammarsland.com) [in progress]
- Designed HTML and CSS prototype of [evs-inc.com](http://evs-inc.com) [live, but on hold]

**Freelance Client List**

AdamMarsland.com  
Byers Design  
City of Gallatin, Missouri  
Design Concepts, Inc.  
Dimensional  
Communications, Inc.  
The Consignment Solution  
Dallas Assoc. of Legal  
Administrators  
Dallas International  
Church of Christ  
EVS, Inc.  
ERA Realty  
Fleer/Marvel Comics  
Garmin International  
The Gas Research Institute  
KMDI  
Legal Voice  
Missouri State Archives  
Northern Michigan University  
Dept. of Chemistry  
Trinity Legal  
Utilicorp [now Aquila]