

Heidi Griffith

Graphic Design, Web Design & Development

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who am I?

A visual communicator by nature—a designer and developer by profession.

what can I offer you?

A contagious energy to create, and a drive to continually learn, explore, challenge, and move forward. Conceptual solutions that impact a target market. Proficiency and creativity in typography and color theory. Comprehension of classic and modern styles and their propriety to design concepts. Close attention to detail and user design. Ability to organize information to be comprehensive and easily navigated, whether in print or web design applications. Clear communication skills including verbal, written, and visual communications. Excellent spelling and grammatical accuracy.

Graphic Design

Photoshop and *Illustrator* for print and web; *InDesign*, *QuarkXPress*, *Acrobat*, and *Microsoft Office*.

Web Design & Development

XHTML, *CSS*, *JavaScript*, *Flash* and *ActionScript*, *XML*, *Dreamweaver*. Basic *PHP* and *MySQL*.

where have I gained experience?

Internet Production Technician

JPMorgan Chase, *Wilmington, DE*

October 2009–June 2010 (temporary position)

- XHTML and CSS front-end web development and maintenance of online marketing pages for partner websites, which promote the sale of credit card products online
- Created and edited Flash and ActionScript-based credit card application headers
- Input card code information into a database to dynamically link pricing strategies and other card-specific items to websites

Graphic Designer, Interim Art Director

Lippincott Williams & Wilkins, Philadelphia, PA
April 2006–April 2009

- Layout and production of the *American Journal of Nursing*, a monthly professional publication with more than 300,000 subscribers
- Generated concepts, graphics, and layouts
- Conceptualized and coordinated illustrations
- Negotiated contracts with outside photographers and illustrators; processed invoices

Graphic Designer

RLM Advertising, Lancaster, PA

January 2003–April 2006

- Developed concepts into print and interactive media for both advertising and collateral applications
- Designed and produced ads, catalogs, brochures, newsletters, direct mail, posters, point of purchase, and trade show graphics
- Collaborated with marketing department to determine best concepts and methods to connect with targeted end users

Production Artist

Red Tetterer, Philadelphia, PA

August 2009 (temporary position)

Freelance Work

Logos, stationery sets, websites, event invitations

Clients:

- Brett MacNaughton, Photographer (Philadelphia, PA)
- CAASPRE Consulting (Tampa, FL)
- Coalition of Human Advocates for K9s & Owners
- CSSI Consulting (King of Prussia, PA)
- Katie Cole, Attorney (New York City)
- LGBTQ Collaborative Professionals (New York City)
- Modern Financial Plans (Croydon, PA)
- Pinups for Pitbulls

when did I begin studying design?

The University of the Arts, Philadelphia, PA

Web Design & Development Certificate, in progress

The Art Institute of York, Pennsylvania

Associate Degree in Specialized Technology

Major: Graphic Design. GPA: 3.92

Graduated: December 2002

Alpha Beta Kappa National Honor Society

how has my work been recognized?

Type Directors Club

Certificate of Typographic Excellence

D&AD

Invitation to present work on the D&AD Bloodbank, an international online showcase.

what if I joined your team?

