

## VICKY HEINLEIN

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<http://mode-v.com>

### PROFESSIONAL EXPERIENCE

**SENIOR ART DIRECTOR, MARCH 2006 – PRESENT**

**SOURCEMEDIA (THOMSON MEDIA), NEW YORK**

**(PROMOTED FROM ART DIRECTOR TO SENIOR ART DIRECTOR IN OCTOBER '07)**

Tasked with the design, production and presentation of creative projects for various internal marketing groups. I am responsible for the workflow, client relations and overall quality of multiple concurrent projects at any given time. Day-to-day design duties include: brochure design, corporate identity and branding system development, advertising and marketing promotional collateral design, HTML e-mail campaigns, web interaction design, and various media kits conceptualization and design.

**SENIOR DESIGNER, AUGUST 2001 - MARCH 2006**

**INTERACTIVE MEDIA, PARADENET**

**CONDÉ NAST PUBLICATIONS, NEW YORK**

Duties include timely web site redesigns to coincide with print publication, creation of interactive feature pieces, motion graphics design for special presentations and sales support, photo editing and retouching, promotional collateral design, marketing mini-sites, and designing e-mail campaigns. Managed various special projects and oversaw contract staff. Worked closely with editorial, technical, PR, marketing, and sales staff to gather disparate elements and requirements into a cohesive design solution.

**FREELANCE ART DIRECTOR (OFFSITE), JUNE 2001 - PRESENT**

**MODE-V.COM, NEW YORK**

Worked with clients from various industries including technology, fashion, publishing, music, e-commerce, hospitality, and ad agency. Responsibilities include storyboarding, project management, art direction, hands-on design execution from concept to completion of projects.

**Client list:** Aquent, iPrefer Interactive, South Sea Treasures, HauteZine, MIT Press, ScienceVsNature, Modernista!, DXG Technology Inc.

**GRAPHIC DESIGNER, AUGUST 2000 - MAY 2001**

**TALBOT DESIGN GROUP, LOS ANGELES**

Duties included brochure design, catalog design, developing logos and brand identity elements of clients, web site design, and creating interfaces for interactive client pieces.

**DESIGNER, APRIL - AUGUST 2000**

**ZATEC PRINTING INC., LOS ANGELES**

Duties included designing corporate and promotional web sites, creating original illustrations for children's products, logo and identity designs, and working with printer services.

### AWARDS

BEST DESIGN (MEDIA KIT)

AMERICAN INHOUSE DESIGN AWARDS

Graphic Design USA, 2007

DESIGN FORTE AWARD

Food For Imagination

Netdiver.net, 2000

BEST OF SHOW

Senior Category

CSUF, 2000

### EXHIBITION

FEATURED DESIGNER, DesignRelated.com, August 2007

AIGA: 100 VIEWS OF GRAPHIC DESIGN, Guggenheim Art Gallery, Los Angeles 2000

### PUBLICATIONS

Work published in *Design Education In Progress: Process and Methodology, Volume 2 Type and Image*

### SKILLS

Photoshop, Illustrator, DreamWeaver, GoLive, InDesign, QuarkXPress, Flash, After Effects, Final Cut Pro, SoundTrack, Dartmail

### EDUCATION

Bachelor of Fine Arts in Graphic Design, May 2000

California State University, Fullerton

### REFERENCES

Available upon request