

Heidi Munc

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Profile:

Creative manager with twelve years of visual design experience -- eight of which are focused on interactive media. A dynamic team leader with excellent communication and collaborative skills who consistently delivers against objectives. Excels at working within budget requirements in a deadline-driven environment.

Skills:

- Art Direction
- People Management
- Project Management
- Detailed Communication
- Budget Management
- Web Page Design
- Software Application Design
- Brand Development
- Brand Design
- Corporate Identity
- Adobe Photoshop | Expert
- Adobe Illustrator | Advanced
- Adobe InDesign | Intermediate
- Macromedia Flash | Intermediate
- Microsoft Office | Intermediate

Experience:

America Online – Web Properties, January 1998 - Present

Web Properties includes businesses such as Netscape, CompuServe, and AOL Instant Messenger (AIM), as well as custom solutions for Wal-Mart, HP, and Compaq

Art Director, Netscape, March 2002 - Present

Managed a diverse creative team of 15 designers and photo editors for the daily publishing, commerce, and photography units of Netscape.com, one of the top 10 trafficked web sites.

- Led creative teams for three Netscape.com redesigns, promotional campaigns for the Netscape browser, a broadband version of the portal, a Google co-branded search product, and the AIM Today top of service.
- Delivered over 1500 projects and 56,000 images on time and within budget in 2005.
- Successfully deployed both IAB (Interactive Advertising Bureau) standard ads and custom rich media products that drove over \$7 MM in revenue in the 4th quarter of 2005.
- Defined and enforced brand guidelines to ensure consistency across Netscape products.
- Defined product requirements and enhanced product features to consistently improve page view and CTR on portal pages, driving CTR on the top of service to over 35%.
- Formalized the visual design process for the version of SDLC (Software Development Lifecycle) used by Netscape.

Principal Designer, Netscape, 2001 – 2002

Managed a group of rich media designers and developers in the creation and implementation of web-based applications that resulted in an increase of 40 million page views per week on the Netscape.com portal.

- Organized and led a rich media team responsible for creating over 100 Macromedia Flash-based games that generate more than 15 MM page views per week.
- Created a photo gallery template that currently generates more than 25M page views per week.
- Developed a formal rich media creation process that included designers, developers, and QE/QA.
- Developed templates for portal pages to facilitate rapid updating using a "publish once" system to support CompuServe, Wal-Mart, HP, Compaq, and Netscape services.
- Initiated a formal workflow process with remote Netscape team to bring consistency to portal pages.

Senior Designer, CompuServe, 1998 – 2001

Responsibilities included designing content for a variety of areas within the CompuServe and Netscape networks.

- Responsible for visual design of News, Entertainment, Personal Finance, Men's, Movies, and Celebrity Channels.
- Worked with the Development group to initiate the use of Macromedia Flash on the service.
- Designed and developed games using Macromedia Flash engineered to increase page views.

M2NS, 1996 - 1998

A regional interactive media development agency with a focus on business-to-business marketing materials.

Art Director

Responsibilities included business development, client relations, visual design for web sites, CD ROMs, KIOSKs, and light programming using HTML and Macromedia Director.

- Responsible for 100% of web site and CD ROM graphics.
- Designed and programmed a NCAA officially licensed OSU Buckeye Football CD ROM commemorating their 1996 trip to the Rose Bowl, generating over \$1 MM in sales.
- Interviewed and staffed 100% of the creative department.

Young Isaac, Inc., 1993 - 1996

A regional advertising agency with a focus on business-to-consumer print media.

Visual Designer

Responsibilities included creating content for a wide range of clients, researching interactive media, and teaching designers interactive design techniques

- Redesigned the agency's corporate identity materials and developed their initial web presence (Addy Award, 1996).
- Convinced the company president to offer interactive services to our clients, adding 125k in incremental revenue in 1996
- Served as the resident "Macintosh expert" for the agency, saving thousands of dollars on calls to computer support professionals.

Education:**The Ohio State University, June 1993**

Bachelor of Arts with a major in Advertising and a minor in English.

Cumulative grade point average of 3.6.

Self-financed 50% of college expenses.

The Columbus College of Art and Design, 1994 – 1995

Training in visual design principles and graphics software.

Additional training in Project and Team Management, SDLC, CMMI, User Interface Design, 2000 - 2005