

Heidi Schmidt

## Education

University of Northern Iowa  
Major | Graphic Design, BA  
Major GPA | 3.85

## Skills

- Adobe Creative Suite
  - InDesign
  - Photoshop
  - Illustrator
  - Dreamweaver
  - Adobe XD
- Coding Skills
  - HTML/CSS
  - Web Pages
  - Emails
- Brand & Logo Design
- User Experience
- Communication

## Creative Exploits

- Bookmaking
- Sewing & Alterations
- Drawing, Painting, & Collage
- Keeping Plants Alive
- Ballroom Dance
- Storytelling

Hello there.  
I'm Heidi.

319•361•9249 | SCHMIHAE@GMAIL.COM | HEIDISCHMIDTDESIGN.COM

## Work Experience

Senior Graphic Designer | June 2018-present  
*RNL*

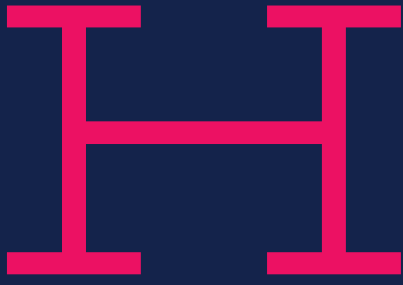
- Create original, award-winning, and engaging designs
- Build working relationships with high-profile clients
- Coordinate company award execution and submission
- Discover creative solutions to problems and conflicts
- Provide onboard training support for new hires
- Assist with coding and designing for web development
- Specialize in working with Enrollment and Fundraising clients
- Research creative brands and how to implement them
- Conceptualize and design spec work for potential clients
- Prepare both print and web pieces for post-production
- Direct community outreach programs for students

Designer, Marketer, Owner | July 2022-present  
*Ace of Graves*

- Design and produce hard enamel pins from original ideas
- Manage booking, inventory, budgeting, and mailing orders
- Maintain and oversee all marketing, SEO, and advertising efforts

Design Lab Coordinator | November 2015-May 2018  
*University of Northern Iowa*

- Interviewed, hired, and trained employees
- Coordinated a weekly schedule for 15 employees
- Solved problems and conflicts that arose in the workplace
- Documented all accounting records of prints sold by the lab
- Compiled inventory records and order new supplies
- Troubleshoot all printers and computers
- Assisted students with the Adobe software



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[heidischmidt.com](http://heidischmidt.com)

# References

Chris Winkler | Design Director

*RNL*

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Email: [chris.winkler@ruffalonl.com](mailto:chris.winkler@ruffalonl.com)

Scottie Brown | Annual Giving Coordinator

*Vidant Health Foundation*

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Phil Fass | Professor of Graphic Design

*University of Northern Iowa*

Phone: 319•268•0059

Email: [pfass@cfu.net](mailto:pfass@cfu.net)

Melanie Bell | Music Instructor & Entrepreneur

*Marion Music Academy & Corridor Photoboosths*

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Email: [melanie@corridorphotoboosths.com](mailto:melanie@corridorphotoboosths.com)