

## VICKY HEINLEIN

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New York, NY 10016

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► [mode-v.com](http://mode-v.com)

### SPECIALTIES

Creative Direction, Graphic Design, UX/UI Design, Branding, Advertising & Marketing Collateral Design

### PROFESSIONAL EXPERIENCE

**Senior Art Director, March 2006 – present**  
**(Promoted from Art Director in October '07)**  
**SourceMedia (Thomson Media), New York**

- Managing overall design direction, project workflow, and company-wide client relations
- Ensuring quality of concurrent projects delivered on-time for various internal groups
- Coordinating with Executive Creative Director to ensure smooth departmental workflow
- Mentoring and working closely with team members, training staff in new techniques and technologies
- Collaborate with the team and design UX and UI wireframes/mockups of our websites, tablet/mobile apps and eBooks

**Senior Designer, August 2001 - March 2006**  
**Interactive Media, Paradenet**  
**Condé Nast Publications, New York**

- 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: iPrefer Interactive, South Sea Treasures, HauteZine, MIT Press, ScienceVsNature, Modernista!, DXG Technology

**Graphic Designer, August 2000 - May 2001**  
**Talbot Design Group, Los Angeles**

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

### AWARDS | HONORS

**Judge** | Eddie & Ozzie Awards 2010 & 2011 | Folio Magazine

**Award of Distinction** | The Communicator Awards 2008 | International | Academy of the Visual Arts

**Best Design (Media Kit)** | American In-House Design Awards 2007 | Graphic Design USA

**Design Forte Award:** Food For Imagination 2001 | Netdiver.net

**Best of Show** | Senior Category, Annual Design Show 2000 | CSUF

### EXHIBITION

**Featured Designer** | DesignRelated.com

**AIGA: 100 Views of Graphic Design** | Guggenheim Art Gallery, Los Angeles

### PUBLICATIONS

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

### SKILLS

Adobe Creative Suite, After Effects, HTML, CSS

### EDUCATION

Interaction Design | School of Visual Arts

Bachelor of Fine Arts in Graphic Design | California State University, Fullerton

Foundation | Art Center College of Design