

Heidi A. Strohl

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Highlights

- Independent graphic design professional with diverse profile of skills and experience
- Highly organized, detail-oriented worker with dedication to quality and integrity
- Motivated team player and patient, considerate collaborator
- Lifelong learner and diligent problem-solver

Professional Experience

SELF-EMPLOYED

OCTOBER 2007 – PRESENT

Independent Design Contractor – Provided creative and professional design services for print and web media, including: logo and identity design, posters, advertisements, book layout and typesetting, static and content management system-driven web sites, product packaging, business cards, invitations, brochures, flash applications, and others. Have worked in document creation, professional writing, and regulation compliance (specifically, FDA labeling requirements). Have also created and produced video tutorials covering use and maintenance of content management system-driven websites as well as web publishing best practices.

THE VERMONT JOURNAL – LUDLOW, VERMONT

FEBRUARY – SEPTEMBER 2008

Creative Director – Handled design, layout and typesetting of one or more weekly editions of a 16-20 page paper. Designed, implemented and maintained website (discontinued). Optimized photos for print and web use; designed and constructed print and web ads for multiple clients (comprising 75-100% of ads published each week). Coordinated printing of paper with local printer. Did hardware/software troubleshooting when necessary.

BLACK RIVER PRODUCE – SPRINGFIELD, VERMONT

APRIL – SEPTEMBER 2007

Summer Intern, Customer Service & Sales – Created informational posters for display in restaurants and dining halls. Coordinated, edited and proofed 2007 print catalog; created informational packets and brochures; produced comprehensive product descriptions. Took initiative to see that orders, samples and other requests were handled consistent with customer expectations.

ALICE PECK DAY MEMORIAL HOSPITAL – LEBANON, NEW HAMPSHIRE

JUNE – SEPTEMBER 2006

Customer Service Representative – Responsible for patient registration, data entry and scheduling, both in person and over telephone. Coordinated scheduling and insurance paperwork for external care referrals. Handled customer service and payment transactions.

CAMP CARE ACTION SPORTS CHARITIES – SPRINGFIELD, VERMONT

JUNE – NOVEMBER 2005

Assistant to the Director – Drafted event outlines, cost projections, mission and goals statements, participant selection guidelines, and sponsorship/funding requests. Researched venues, vendors, and potential partners. Arranged interviews and performed data entry work.

ALICE PECK DAY MEMORIAL HOSPITAL – LEBANON, NEW HAMPSHIRE JUNE – SEPTEMBER 2005

Clinical Administrative and Medical Records Support – Collected, sorted and filed patient medical records; prepared files for upcoming visits. Processed various requests, forms, calls and inquiries from patients, colleagues, and partners.

Education

CONCORDIA UNIVERSITY – MONTREAL, QUEBEC 2006 – PRESENT

Department of Communication Studies – Practical focus in Intermedia (digital design and production); graduate of advanced section. Currently continuing theoretical and practical skills development through self-designed directed study course.

RIVENDELL ACADEMY – ORFORD, NEW HAMPSHIRE 2003 – 2006

Graduate – Diploma awarded June 2006. Graduated with High Honors and as member in good standing of National Honor Society.

Technical Skills

- Expertise in Adobe Suite softwares, including Photoshop, InDesign, Illustrator, and Flash
- Experience writing, proofing, and editing for print and publishing industries
- Proficient in creation of standards-compliant HTML and CSS; knowledge of JavaScript
- Familiar with Joomla!, WordPress, and Drupal design and implementation
- Experience with Quark, InkScape, and the GIMP
- Skilled in coordinating with professional printing, web hosting, and other service providers
- Equally competent in Mac, PC, and Linux environments; advanced user with networking, troubleshooting and repair skills

Additional Information

- Fluent in English, competent in French, with very basic Spanish and Portuguese language skills
- Have soldering, electrical, and basic construction skills
- Member of Montreal-based technology re-purposing collective

Volunteer Experience

SPRINGFIELD FOOD COOP – SPRINGFIELD, VERMONT FEBRUARY 2009 – PRESENT

Graphic Design Services – Worked with Coop to develop effective, attractive labels and posters for displaying product price, origin, and other information. Have since produced regular seasonal ads for various print publications, membership forms, and other items. Overall efforts have ensured consistent, readable and attractive signage and materials that reinforce the Coop brand and encourage local and sustainable purchasing habits.

ALICE PECK DAY MEMORIAL HOSPITAL – LEBANON, NEW HAMPSHIRE 2003 – 2004

General Volunteer – Worked in Community Care and Women's Care centers with medical records, filing, and scheduling. Reduced backlog of unsorted medical records and helped re-organize filing system following move to new facilities. Performed telephone and in-person customer service, and assisted at industry and community health consciousness events.