

Heidi Skinner
Designer | Art Director

heidi@heidiskinner.com
www.heidiskinner.com
415.770.4524

Adobe Suite

Firefly Ai, Illustrator,
Photoshop, InDesign,
Xperience, After Effects,
Express, Acrobat

Web Platform

Figma, Sketch, Zeplin,
Behance, Webflow, Intuit
Mailchimp, Squarespace,
Shopify, Unbounce,
Wordpress, Wix

Productivity

Dropbox, Notion, Slack,
Monday, Airtable, Asana,
NetSuite, Basecamp,
Zoho, iCloud, Zoom,
Skype, Google Meetings

Publishing

Apple Pages, Keynote,
Numbers, Microsoft
Word, Powerpoint, Excel,
Skype, Google Docs,
Slides, Sheets

Social

TikTok, Facebook,
Instagram, X (Twitter),
Slack, Discord, LinkedIn,
Threads, Snapchat,
Lemon8, Pinterest,
Mastodon, Bluesky

Virginia Tech

BA | Visual Comm & Design
D1 Varsity Women's Soccer

DC | SAN FRANCISCO

Heidi Skinner Design

Freelance | 2007-Current

Web, brand and marketing design for a broad spectrum of clients. Projects include responsive front-end web, iOS app interface, and CMS platform design, HTML newsletters, brand systems, digital illustration, social media, and dynamic ads. Clients include BloombergBeta, Shivon Zilis, Glynn Capital, Friends & Family Capital, DataFox, North Rock Consulting, Ravel Law, and Bears for Humanity.

LOS ANGELES

Designed websites, collateral, logo identities and illustrations for LA-based entertainers and ad agencies. Clients include Goldenvoice (AEG), The Grammy Museum, Snoop Dogg, Erykah Badu, Kii Arens, Arttime Group, and CAA Sports Marketing.

WASHINGTON DC

Bully Pulpit Interactive

Senior Designer | 2019-2021

Brought a broad background of creative and director-level design experience to a growing internal team. Designed award-winning ad campaigns for Bloomberg philanthropy, Washington Post and NYT homepage takeovers, US Presidential Campaign ad design, and branding for corporate thought leaders. Played multiple roles from design to art direction and copywriting. Clients include Biden-Harris 2020, ACLU, HRC, DNC, Bloomberg, Blackstone, Goldman Sachs, Pepsi, and Instacart.

SAN FRANCISCO

Zazzle.com

Art Director | 2010-2014

Oversaw inception of Marketing's in-house photo studio and creative team; hired, managed team of mid-level and senior designers; established streamlined workflows between creative, engineering, product, web dev, merchandising and localization teams. Directed and designed seasonal campaigns, product wireframes, illustrations, emails, billboards & more. Partner brands include Disney, Marvel, DC Comics and Star Wars.

MCLEAN VA

Booz Allen Hamilton

Designer | 2001-2007

Created award-winning designs for in-house and external clients such as branding for new arms of the FBI, installations at the U.S. Pentagon, corporate PGA web design. Implemented and adhered to extensive style guides during the Booz Allen brand overhaul. Clients include FBI, DoD, eArmyU, USCG, Children's Hospital, Toys for Tots and more.