

Erica Heinz

EXPERIENCE

Creative Consultant, Freelance (Jun '08 – present)

I am currently creating websites, identities, and promotions for individuals and small businesses. In addition, I'm developing **Yogoer**, a blog and toolkit for fitness enthusiasts, and a yoga book to be released next year.

Art Director, LivePerson (Nov '05 – May '08)

Starting as a creative designer, I reskinned the 2,000-page **LivePerson corporate** website given only five undersized Photoshop designs and one remote designer. Additional assignments included email campaigns, Flash animations, print brochures, promotional giveaways, and trade show booths. I also designed, developed, and documented **LiveConnect**, a secure portal for top clients such as Apple and Bank of America. It required serious CSS workarounds for a third-party content management system and a fourth-party message board. Then, working with the CEO and one business analyst, I took the **LivePerson consumer** website from concept to incorporation. Steps along the way included target audience research, full HTML comps for 10 different concepts, advertising and hiring for one execution, the \$40 million acquisition of Kasamba.com, and the redesign and merging of the two sites and teams.

Creative Designer, Freelance (May '02 – Nov '05)

I served as webmaster of **Earth Peoples**, a video project by and for indigenous peoples worldwide. I worked for several years with **Art House Management / Celestine Agency**, doing ads for Le Book, website updates and optimization, spin-off sites, and a PHP redesign. I created the corporate identity, stationery, and website for celebrity press agency **Exclusive Press**. I redesigned **The Mudtruck** website, setting up a turnkey shopping cart and new photo galleries. I did posters and a 120-page teachers' manual for **Atmananda Yoga**, and later their logo as **Centerpoint Yoga**. And I created a brochure for **Rosie's Broadway Kids** that was used as a basis for her corporate identity and website. She loves the color yellow.

Print Packaging Designer, JM Marketing (Jul '02 – Oct '03)

As a packaging designer, I worked within the style guides of **Toys R Us**, **Schwinn**, **Master Lock**, and **Disney**. For **Bed, Bath & Beyond**, I produced and project managed all of Holiday 2003, sending over 100 files to overseas printers and domestic vendors.

Web Designer, Freelance (Feb '02 – Jul '02)

My first job in New York was for **The Knitting Factory**, completing research, sketches and graphics for Pontiac's Beatfest. Before that, I worked remotely for **The Lane Report** real estate magazine.

EXPERTISE

HTML / CSS
Photoshop
Illustrator
InDesign
Dreamweaver
Flash
Fireworks
Word
PowerPoint
Excel
Quark XPress
Acrobat / Distiller

FAMILIARITY

PHP / MySQL
JavaScript
Actionscript
Streamline
Freehand
SoundEdit
Premiere
Bar Code Pro
FileMaker Pro

EDUCATION

School of Visual Art, Continuing Education

- Advanced Flash, Fall '06 with Joshua Davis
- Advanced Flash, Spring '04 with Matthew Richmond

Washington University in St. Louis, School of Art

- BFA: Graphic Design, 2001
- GPA: 3.74
- SAT: 1600