

HEIDI CARRIER

Creative Systems Designer | UX-Focused Problem Solver

E-mail: heidi@harmonicvisions.space | **Phone:** 860-514-5174

LinkedIn: linkedin.com/in/heidi-carrier-dual-hemisphere | **Portfolio:** portfolio.harmonicvisions.space

Summary

Versatile graphic designer with 18+ years of experience in fast-paced advertising and publishing environments. Most recently served in a senior-level design capacity, leading automation and innovation efforts in high-volume ad production. Expert in producing high-quality print and digital assets under tight deadlines, with deep knowledge of layout, typography, and brand consistency. Technically savvy with a creative edge—equally comfortable crafting a layout or optimizing a metadata-driven automation system.

Core Skills

- Print & digital layout design (newsprint, magazine, digital display)
- Typography & visual hierarchy
- InDesign scripting & automation
- Creative, cross-functional problem solving
- Metadata systems & file management
- UX principles & human-centered design
- Adobe Creative Suite, Procreate

Additional Skills

Spanish fluency • Proofreading • Content creation

Tools & Platforms

Adobe InDesign • Photoshop • Illustrator • Acrobat Professional

VBScript • JavaScript • Markdown • HTML/CSS • WordPress

Cognito Forms • LucidChart • Google Workspace • Microsoft Office • Procreate

Education

- **Full Stack Development, coursework** – UConn Coding Bootcamp, 2024
- **Scripting and Programming Foundations Certificate** – WGUX/edX, 2023
- **Certificate in Graphic Design** – Sessions College for Professional Design, 2011
- **Bachelor of Music, Music Education** – Ithaca College, 2001 | Magna Cum Laude

Professional Experience

Graphic Designer – The Day Publishing Company / Day Media Group
New London, CT • 2004–2012; 2015–2017; 2019–2025

Design & Production

- Senior-level designer within a high-volume advertising team, producing print and digital ads and multipage newspaper/magazine sections under daily deadlines
- Oversaw ad trafficking and production workflow, ensuring deadlines were met across teams

Innovation & Automation

- Developed custom InDesign scripts and metadata workflows to streamline production and reduce errors
- Initiated and led innovation projects focused on automation, data accuracy, and productivity
- Served on the Advertising Efficiency Team to improve interdepartmental systems

Collaboration & Support

- Collaborated with sales, editorial, IT, and production departments to improve cross-functional efficiency
- Trained team members in workflow systems, design software, and industry-specific practices
- Provided technical troubleshooting and process support for designers and sales reps

Digital Content Specialist – The Day Publishing Company / D2 Media Solutions
New London, CT • 2018–2019

- Created digital deliverables for both newspaper and agency clients
- Met with clients to define target audiences, marketing goals, and digital strategy
- Designed cross-platform social media campaigns, writing copy and producing visuals
- Developed website content and assets in coordination with developers

Selected Projects / Highlights

- **Ad Automation Initiative** – Modernized InDesign scripting and implemented metadata-driven workflows, improving speed, consistency, and error reduction.
- **Late Ad Request System** – Designed a logic-based form workflow to streamline post-deadline approvals, improving communication and turnaround time between sales, design, and management.
- **Ad Submission Workflow (COVID-19)** – Built a custom digital ad submission process to replace paper-based layouts and proofs, enabling remote production continuity.
- **Harmonic Visions (Personal Project)** – Developed an e-commerce art website showcasing original digital work with automated image prep and product delivery systems.
- **Building Floorplan Creation** – Translated architectural plans and walkthrough sketches into detailed, multi-floor diagrams for safety and IT infrastructure use.
- **Freelance Projects (2012–2014)** – Delivered print and web designs for local businesses and organizations, including branding, marketing collateral, and web assets.

Professional references and technical project samples available upon request.