

Heidi Viland

 heidiviland.site

Visual Designer | Digital Storyteller | UX-Focused Creative

Multidisciplinary designer with 3+ years of experience creating visually engaging digital, print, and web materials. Adept in crafting compelling brand experiences through user-centered design, strategic storytelling, and cross-functional collaboration. Known for balancing creativity with consistency while managing multiple projects in fast-paced environments.

PROFESSIONAL EXPERIENCE

Transcend, Marketing Coordinator

2024 February – present

- Created a suite of print materials including brochures, product labels, event banners, and company logos, ensuring cohesive brand identity across all channels.
- Designed engaging infographics, reels, and memes, boosting reach by 32% and driving a 374% surge in content interactions across Meta platforms.
- Developed and implemented official brand style guidelines, ensuring cohesive branding across social media, email marketing, and website design.
- Enhanced website user experience by optimizing UX/UI on WordPress, aligning with brand standards for improved navigation and engagement.

Independent Social Media and Web Design Consultant

2023 September – 2024 February

- Designed and launched visually engaging, user-friendly websites in WordPress.
- Delivered consistent branding through wireframes, mockups, and marketing collateral.
- Designed marketing assets, wireframes, and prototypes to enhance user engagement and experience.

Rising Up Together, Web UX Manager

2022 August – 2023 May

- Conducted mixed-method impact evaluations on digital campaigns; used insights to redesign outreach, increasing event participation by 400%.
- Led a UX-focused redesign of the organization's website, improving usability and engagement.
- Designed a variety of print and digital materials including flyers, posters, billboards, web material, and branded handouts to support outreach and events.
- Created visual style guidelines to ensure brand consistency across digital and print channels.

Kimi Oaxacan Arts, Digital Media Consultant

2022 April – 2022 August

- Applied design thinking to elevate visibility for underrepresented artisans; increased following by 238%.
- Created inclusive brand materials and digital assets with culturally resonant narratives.
- Designed and developed a responsive WordPress website, enhancing digital presence and user experience.
- Created digital and print brand identities, including logos, banners, and digital assets.

EDUCATION

- **Bachelor of Science in Web Design and Development**
BYU-Idaho



CERTIFICATES

Certificate in UX/UI Design

BYU - Idaho

Evaluating Designs with Users



University of Michigan

Certificate in Web Fundamentals

BYU-Idaho

Understanding User Needs

University of Michigan

Introduction to User Experience Principles and Processes

University of Michigan