

**Heidi Munc** 614-371-2644 | heidi@munc.com | <http://munc.com/heidi/portfolio.html>

## Profile:

Creative director with over 15 years of experience focused on interactive design for both the agency and client sides. A strong advocate for user-centered design with significant experience in the insurance, financial, and media industries. Dynamic team leader with excellent communication and collaborative skills who consistently delivers against objectives. Excels at working within budget requirements in a deadline-driven environment.

## Skills:

- Creative direction for web sites, web-based applications, and mobile
- Brand design and development
- Creative team development
- People and project management
- Sourcing and managing vendor relationships
- Budget management

## Experience:

### Nationwide Mutual, 2006 – Present

A privately held Fortune 500 insurance and financial services company

#### Director, Interactive Visual Design

Manage a team of interactive visual designers who provide web and mobile design and consulting for the full suite of Nationwide businesses, including insurance, banking, and investments products. Responsible for Internet design and governance, mobile design and governance, execution of online campaigns, display advertising, email and social media design.

- Managed multiple redesigns of the entire nationwide.com site, a 2,300 page website
- Designed mobile applications for iPhone and Android
- Collaborated with Marketing team to drive traffic to online auto quotes, resulting in \$30 million in bound policies in 2010 (up 45% from 2009)
- Redesigned critical applications including Online Quote and Bind, Bank Account Application, Investor Service Center, and My Nationwide
- Collaborated with UI (User Interface) and UR (User Research) teams to deliver designs that meet both the user's needs and desires
- Managed and grew a highly-engaged in-house creative team from 3 designers to 15 designers in two years
- Sourced and managed relationships with external creative vendors

### America Online – Web Properties, 1998 – 2006

#### Art Director, Netscape, 2002 – 2006

Managed a creative team of 15 designers and photo editors for the daily publishing, commerce, and photography units of Netscape.com, one of the top 10 trafficked websites in the United States.

- Led creative teams for three Netscape.com redesigns, promotional campaigns for the Netscape browser, a broadband version of the portal, a Google co-branded search product, and the AIM Today service
- Established and enforced brand guidelines to ensure consistency across Netscape products
- Improved page views and click-through rates on portal pages to over 35%

#### Principal Designer, Netscape, 2001 – 2002

Managed a group of rich media designers and developers in the creation and implementation of web-based applications that resulted in an increase of 40 thousand page views per week on the Netscape.com portal.

- Led the rich media team responsible for creating over 100 Macromedia Flash-based games that generated more than 15 million page views per week
- Created a photo gallery template that generated more than 25 million page views per week
- Developed templates for portal pages to facilitate rapid updating using a "publish once" system to support all web property sites
- Initiated a formal workflow process with a remote Netscape team to bring consistency to portal pages
- Developed a formal rich media creation process that included designers, developers, and QE/QA

**Heidi Munc** 614-371-2644 | heidi@munc.com

**Senior Designer, CompuServe, 1998 – 2001**

Responsibilities included designing content for a variety of areas within the CompuServe and Netscape networks including the News, Entertainment, Personal Finance, Men's, Movies, and Celebrity Channels.

**M2NS, 1996 – 1998**

A regional interactive media development agency with a focus on business-to-business marketing materials

**Art Director**

Managed business development, client relations, visual design for websites, CD-ROMs, kiosks, and light programming using HTML and Macromedia Director.

- Created an officially licensed OSU Buckeye Football CD-ROM commemorating the 1996 trip to the Rose Bowl, generating over \$1 million in sales.
- Interviewed and staffed the creative department.

**Young Isaac, Inc., 1993 – 1996**

A regional advertising agency with a focus on business-to-consumer print media

**Visual Designer**

Created design for a wide range of clients, researched interactive media, and provided interactive instruction to the creative staff.

**Education:**

The Ohio State University, June 1993 3.6/4.0, Bachelor of Arts with a major in Advertising and a minor in English

Human Factors International, October 2009, Certified Usability Analyst (CUA)

Additional training in Project and Team Management, SDLC, CMMI, User Interface Design, 2000 – 2005