### Winston Heard

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##### Web Developer & Designer

**Web Development | Graphic Design | Technical Support | Front-End Development**

Passionate and experienced web developer and designer with targeted experience in front-end technology improvement, automation tools, source control repository, and web development optimization. Engaging and dedicated to communicating with wide variety of stakeholders including IT specialists, clients, and executives – collaborating with cross-functional teams to ensure complex visual design projects and growth in competitive settings. Focused and upbeat project administrator, facilitating sales and marketing teams with site development while facilitating other branding and design projects. Proficient in coding, logo and graphic design, technical troubleshooting, scrum, email marketing, agile methodologies, and system management.

**Key Strengths**

|  |  |  |
| --- | --- | --- |
| * Visual Content Production * Graphic Design | Infographics * User Interface Design * Digital Operations | * User Experience | SEO * Training & Development * Search Engine Optimization * Interactive Tools | * Product Testing * Customer Service * Cross-Functional Collaboration * Continuous Improvement |

# Professional Experience

**State Farm Insurance**2006 - Present

***Web Developer*** 2008 - Present

Lead and train 10 technical professionals working on intranet web design projects and visual web content development for State Farm, Good Neighbor News. Design and disseminate templates, learning material, and enterprise best practices manual for multiple team members for streamlined IT operations. Delegate and assign news articles and other internal tasks to team members to ensure timely and quality project deliverables. Facilitate news team on daily story leads and publications by assisting with graphics and chart designs according to corporate branding guidelines.

**Key Accomplishments**

* Leveraged industry knowledge and technical experience to achieve quality outcomes on graphic design projects by keeping track of design standards, imagery quality and iconography objectives.
* Design intranet sites and constantly monitor to track progress, identify issues, anticipate evolving needs, and delivery recommendations for responsive design.
* Assist marketing team with print design projects including posters, brochures, flyers as well as online content to expand and maximize marketing campaign reach.
* Shared technical skills with graphic design teams, including logo design, letterhead and business card layout, website development, media promotions, job fair presentations and client meetings.

***Learning and Development Assistant***  2006 - 2008

Served as subject matter expert (SME) for Learning Specialists team, in-house graphic designer for 2 teams, and internal blog webmaster to assist achieve competitive enterprise goals. Designed and delivered enterprise-wide workshops and instructional materials to facilitate organizational development, teamwork, process improvement, and commercial growth. Delivered virtual and on-site product end-user training tailored to specific team needs improving performance of intellectual property.

**Key Accomplishments**

* Formulated customized professional development workshops and developed extensive content for wide variety of audience, meeting their short and long-term career goals.
* Partnered with internal subject matter experts regarding ad-hoc training needs and appropriate delivery of content and supported creation of portfolio of learning programs and training paths for 350 employees***.***

# Additional Roles

***Manager*** |**Cavallino Auto Care**

Oversaw day to day operations to troubleshoot issues in a timely manner and ensure smooth commercial operations. Prepared and distributed invoices for transparent monitoring and documentation of financial records including expenses and profits. Established and maintained relationship with customers and property managers to improve professional collaboration. Supervised business marketing efforts to retain and expand customer base, resulting in increased profit margins and reported outcomes directly to owner.

Additional Experience: ***Sales Associate*** | **FYE Music**; ***Administrative Assistant*** | **Benchmark Brands**; ***Media Assistant*** | **East Coast Security Services**

# Technical Tools

MS Office Suite (Word, Excel, Access, PowerPoint), Adobe Illustrator, InDesign, Photoshop, Dreamweaver, Tridion, Presspage, HTML, CSS, Javascript, WordPress, Bootstrap, Angular, Figma

# Education & Credentials

**Bachelor of Fine Arts in Graphic Design**, Art Institute of Atlanta

Entering Full Stack Coding Bootcamp, University of California at Berkeley (October 2022- April 2023)