

Heidi Stachulak Varela

Round Lake Beach, IL 60073 | (217) 417-1368 | hihelloimheidi@gmail.com | helloimheidi.com

PROFESSIONAL SUMMARY

A highly motivated, creative, and technical Graphic Design & Instructional Designer who holds a Master's Degree with 15+ years of experience within digital art design, teacher, and business consultant. Passionate for utilizing creative mindset to develop engaging solutions and content that changes the way students feel about learning in a positive manner. An effective communicator who builds positive relationships with team members to establish project goals and objectives to achieve results within deadlines.

CORE COMPETENCIES

- | | | |
|---------------------------|-----------------------------|------------------------|
| ● Graphic Design | ● Project Management | ● Content Creation |
| ● Instructional Design | ● Program Implementation | ● Production Editing |
| ● Storyboarding & Testing | ● Photography & Videography | ● Educational Teaching |

TECHNICAL SKILLS

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, Premiere Rush, Lightroom, Captivate, After Effects, Animate, Fresco, Illustrator, Photoshop
- Microsoft Office Suite: Word, Excel, PowerPoint
- Others: LMS Systems, Articulate Storyline & Rise, HTML, CSS, SEO

WORK EXPERIENCE

Round Lake High School | Round Lake, IL

Aug 2016 – Present

Digital Arts Instructor

- Responsible for working as a Dual Credit Instructor for the Career & Technical Education Department specializing in commercial photography, graphic design, production, as well as video and animation
- Perform a comprehensive needs and task analysis and recommend custom solutions to enhance education lesson plans
- Educate students on proper usage of equipment and technical software throughout the production phases from concept, to modeling, to implementation of final project results

College of Lake County | Grayslake, IL

Aug 2014 – Present

Adjunct Professor

- Taught DMD 233: Video Editing, DMD 111 :Intro to Digital Media, DMD 116: Intro to Graphic Design, ART 149: Intro to Digital Photography, DMD 299: Digital Media and Design & Build Your Own Brand
- Support the Summer Bridge Program
- Assist instructional designers and course faculty in developing curricular requirements and enhancing instructional innovation with a focus on developing student's skill sets

The Art of Education, theartofeducation.edu

Feb 2019 – June 2019

Consultant

- Developed curriculum and resources for a Graphic Design 1 Course
- Conducted needs assessments and strategic learning analysis to develop the basis for curriculum and to update lessons

Homewood-Flossmoor High School | Flossmoor, IL

Aug 2006 – May 2013

Art Teacher

- Taught Fundamentals of Art & Design, Design 1 & 2, Photo 1, Web Design, and Animation & Art Concentration
- Sponsored Nationally Award Winning Art & Literary Magazine

EDUCATION

Association for Talent Development, atd.org
Certification in Instructional Design

Completed: June 2023

Governors State University | University Park, IL
MFA in Independent Film & Digital Imaging

Graduated: May 2012

- MFA & Certification in English Language Arts

University of Illinois | Urbana-Champaign, IL
BFA in Graphic Design & BFA in Art Education

Graduated: May 2006

- Majored in Graphic Design & Art Education

AWARDS

- Educator of Distinction from Illinois Art Education Association, 2021

ADDITIONAL EXPERTISE

- Production Design Equipment:
 - HP Latex Printer 315
 - Epson Sublimation Printer F6200
 - Epilog Laser Engraver Mini
 - Roland Eco Solvent Versacamm 540i Print and Cut
 - Epson Surecolor Photo P5000
 - Cricut Maker, Cricut Maker 3, Cricut Easy Press, Mini Press, Hat Press and Mug Press
 - GeoKnight Heat Press Combo DC16
 - Triumph Ideal Paper Cutter
 - Epson Scanner V500
 - Intuos Pro Medium Wacom Tablets
 - Color Laserjet En M750
 - HP Laserjet M4555 MFP Copier
 - Button Makers, Spiral Binder, Shrink Wrapper, Binding Presses
 - Screen Printing Press, Exposure Unit, Flashing Unit and Belt Dryer
- Photography Equipment:
 - Canon EOS Rebel DSLR T6& T7i
 - 430 EX ii Speedlite
 - Godox M300 Strobe Lights
 - Sekonic L-308U Light Meter
 - Paul C Buff Einstein Strobe Studio Lights & Cyber Commander System
 - Beseler 23c iii- XL Darkroom Photography Enlarger
 - Manfrotto Compact Tripods
- Video Equipment:
 - Canon Mirrorless M50
 - Canon 90D DSLR
 - Rode Go Onboard & Wireless Lav Microphones
 - Magnus DWF-2 Dolly
 - Davis & Sanford Provista Airlift FM18 Fluid Head Tripod
 - Parrot Teleprompter
 - Karma Drone