

Heidi Dale Allen

540.808.5831

8533 11th Ave NW Seattle, WA 98117

boulderina@gmail.com

www.heididaleallen.com

Education

Bachelor of Science in Industrial Design

Virginia Polytechnic Institute and State University - May 2006
Summa Cum Laude

Professional History

Marketing Coordinator: 01.09 - present

Nikwax North America - Seattle, WA

Communications coordination. Collateral and ad design and planning. Marketing and messaging campaign structuring. Fixture and POP design and implementation. Website strategy and design. Event planning. Retail training program management. Sales reporting.

Freelance Graphic Designer, Sales Specialist: 10.08 - present

Outdoor Research - Seattle, WA

Brochure, flyer and poster design. Imparting knowledge of a wide scope of outdoor products. Merchandising.

Store Manager, Marketing Assistant, Group Facilitator: 05.06 - 10.08

Wilderness Adventure at Eagle Landing - New Castle, VA

Buyer and merchandiser. Brochure and flyer design. Team development specialist. Leading groups in rock climbing, white water kayaking, caving, mountain biking, canoeing, and outdoor education.

Sales Representative: 10.04 - 04.06

Blue Ridge Outdoors - Blacksburg, VA

Imparting knowledge of a wide scope of outdoor products. Merchandising.

Engineering Intern. Clean room advisor. Ergonomics auditor. CAD: 02.02 - 07.03

Corning NetOptix - Keene, NH

Successfully reduced particulate contamination in a critical clean room environment.

Inexpensively and rapidly brought the company up to corporate ergonomic code, achieving a more content and healthy workplace.

Computer Skills

Familiar with both Mac and PC platforms. Adobe Photoshop. Adobe InDesign. Adobe Illustrator. Dreamweaver. Ashlar Vellum Cobalt. Basic 3D Studio Viz/Max. Microsoft Office.

Hand Skills

Drawing/ Sketching. Fiber Arts: Sewing. Pattern Making. Weaving. Knitting. Crochet.

Wood Working: Lathe. Router. Table Saw. Band Saw. Radial Arm Saw. Planer. Sander. Metal

Fabrication: Drill Press. Metal Lathe. Drop Arm Saw. Sand Blaster. Metal Break. Grinder.

Working Knowledge in Oxygen Acetylene Welding. Stick Welding. Mig Welding. Foam

Modeling. Ceramics: Hand Building. Throwing. Slip Casting. Water Color. Jewelry Making.

Other Skills

Adventure Group Facilitation. Team Development. Trust Building. Conflict Resolution.

Wilderness First Aid Certified. CPR Certified. Outdoor Living Skills.

Achievements

Deans List. Virginia Tech. Fall 2002 – Spring 2006 (Cumulative GPA 3.87/ 4.0)

Class Book Award 2005- Outstanding Junior in Industrial Design

Interests

Rock Climbing: Bouldering and Sport. Snowboarding. Road Trips/ Travel. Back Country Camping. Gardening. Conservation. Woodstoves. Baking. Collecting Hobbies (see hand skills).

References And Portfolio Available Upon Request