



Heather Foisie

Senior Designer / Seattle, WA

I'm an inquisitive, detail-oriented, results-driven visual designer. With a decade of industry experience, I know the value of delivering beautiful, accessible, people-centric design no matter the project scope.

SKILLS

Responsive web design

Native & hybrid app UI

UI component systems

UX design

Iconography

Illustration

Branding

Visual identity systems

Print & packaging

Storyboarding

Image editing

TOOLS

Figma

Photoshop

Illustrator

InDesign

After Effects

Sketch

Firefly & GenAI

EDUCATION

Cornish College of the Arts

BFA in Design
Magna Cum Laude

REFERENCES

Available upon request.

EXPERIENCE

Orcana LLC

Design Lead / Mar 2025 - Present

Directed Culligan's Amazon store brand refresh. Led visual direction and delivered hundreds of digital assets that brought the storefront into alignment with brand and accessibility standards. Completed the project on time and on budget, leading to additional engagements and the agency's appointment as Culligan's e-commerce agency of record.

Personal Sabbatical

Jul 2024 - Mar 2025

I stepped away from Deloitte Digital to recharge, reflect on my portfolio, rediscover my passion for design, and pursue personal creative goals.

Deloitte Digital

Senior Designer, ACD / Jul 2017 - Jul 2024

Led visual design for corporate branding and insight-driven ad campaigns, driving measurable campaign success and reinforcing top client relationships. Partnered with global cross-functional teams to meet corporate leadership goals within agile development cycles. Improved usability through research-driven design, cutting key user flow times by 80%. Streamlined operations by organizing complex component systems to boost efficiency and reduce delivery timelines. Mentored junior designers in skill and career development.

VML

Art Director (Contract) / May 2013 - Jul 2013

Designed UI elements and custom iconography for Microsoft products and sites, improving usability and visual cohesion. Rebranded key applications and support pages while conceptualizing and storyboarding for prime-time TV ads.

The Garrigan Lyman Group

Designer / Jul 2012 - Jul 2017

Collaborated with cross-disciplinary teams to produce award-winning websites, digital products, corporate branding and ad campaigns, driving audience engagement and securing future phases of work. Oversaw complex brand and design systems, improving team efficiency and ensuring brand cohesion. Delivered on time under tight agency deadlines across traditional and digital media.

T-Mobile USA

UI Designer (Contract) / Oct 2011 - Feb 2012

Managed brand assets and created social media materials to increase campaign visibility. Made key decisions in a design overhaul that strengthened brand consistency. Oversaw print and swag production from concept to delivery.