

DOMINIC HEIDT

SR. GRAPHIC DESIGNER & ART DIRECTOR

Denver, Colorado | 605.484.0459 | dominic.heidt438@gmail.com
dominicheidt.com | linkedin.com/in/dominicheidt

PROFILE

Creative professional specializing in brand systems, event branding, and multi-channel marketing campaigns. Brings a hands-on approach to turning complex technical concepts into clean, effective visual solutions. Trusted partner to cross-functional teams, internal stakeholders, and external agencies.

EXPERIENCE

- **Senior Graphic Designer**
Zscaler | Jan 2026 - Present

Joined following the Red Canary acquisition, creating event assets, signage, and apparel for Zenith Live and FIFA World Cup attendees. Designed VP-level Sales Kickoff keynote decks using generative AI custom imagery. Produced digital ad creative and marketing assets for ongoing brand awareness and product launches.

- **Senior Graphic Designer**
Red Canary | Aug 2019 - Jan 2026
(Promoted from Graphic Designer, 2021)

Partnered closely with the Creative Director and in-house team on Tier-1 events and the 2024 brand refresh, scaling visual systems as the company grew from \$10M to \$140M ARR. Produced the annual theme and layout for the 100+ page Threat Detection Report for six consecutive years. Designed branding for Red Canary Live and internal kickoffs, while collaborating with C-suite leaders and agencies on large-scale RSAC and Black Hat expo booths and providing art direction to junior talent.

- **Marketing Comm. Specialist / Graphic Designer**
Four Winds Trading | Jun 2017 - Aug 2019

Designed national sales catalogs, branded marketing collateral, and custom retail merchandise for national park gift shops and the Creative Action Network. Managed official social media channels to support brand awareness and sales.

SKILLS

Art Direction, Visual Strategy,
Brand Experience, Editorial
Design, Experiential Design,
Grid Systems, Illustration

TOOLS

Adobe Creative Cloud
(InDesign, Illustrator,
Photoshop, Adobe Firefly),
Figma, Canva, Generative AI

EDUCATION

**B.A. in Graphic Design,
Minors in Advertising
& Studio Arts**
South Dakota State
University | 2017