Jared Heidemann

Web and product designer

Ankeny, Iowa · jaredheidemann@gmail.com · LinkedIn · Jackall Creative portfolio

I've spent 14 years at MODUS Engineering getting to know the architects, contractors and owners who build across Iowa. I make introductions over coffee, present market research to our partners and help engineers prepare for project interviews. When our project database took hours to export, I taught myself to build a tool with AI that puts a whole proposal team's résumés straight into InDesign.

Professional experience

MODUS Engineering

Sep 2012 – present

Marketing & Business Development Director

- Designed and launched a 94-page website using OpenAI Codex. Gave architects, facility leaders and construction managers distinct entry points to relevant services and projects. View website
- Created reusable layouts for 81 project profiles. Paired architectural photography with engineering narratives and refined the typography and image crops for mobile and desktop. Design case study
- Run marketing and business development as a team of one. Set priorities with firm leaders, present at leadership retreats and lead lunch-and-learns. Oversee proposals, newsletters, web content, social channels and events.
- Lead qualifications and proposal responses from project and team selection through interview presentations. Built an editable InDesign proposal system and tailored pursuit pages for individual opportunities.
- Develop relationships with architects, owners and construction managers. Use school bond votes, capital plans and public meeting agendas to identify opportunities in Iowa and support expansion into Wisconsin and Maine.
- Photograph buildings and produce project films. Adapt each shoot for website stories, proposal spreads and interviews so clients can see the engineering in context.

Jackall Creative LLC

Oct 2023 – present

Founder & Designer

- Lead client projects from brief through launch and ongoing care. Build websites, produce photography and films, and design identities for uniforms, signs and vehicles.
- Rebuilt K. Johnson Construction's website on Cloudflare, migrating 51 project pages and eight team profiles from WordPress and mapping 54 redirects to preserve existing links. View website
- Built an AI-assisted publishing workflow. The client emails a change, reviews a preview and approves the update for the live site.

Education

Iowa State University · Communication Studies major · Speech Communication minor

Selected product and AI work

Buddy Island / Creator and product designer

Designed and built a 3D learning world around ideas from kids. Its 21 destinations include an 11-station engineering lab and a Code and AI Lab where players can train a small language model in their browser.

Built 14,453 recorded voice lines into the game so early readers can explore independently. Paired spoken guidance with picture choices and gave parents PIN-protected controls. Shipped on the web and brought the iPhone and iPad versions to TestFlight. Explore Buddy Island

Gymnal LLC / Founder and product designer

Designed and shipped a private iPhone workout journal. Lifters paste a routine, review the exercises and sets the app recognized, and save it as a structured workout. Training recaps and answers run on the device.

Owned product strategy, interaction design, implementation, subscription tiers, the product website and App Store launch in August 2026. View on the App Store

MODUS Road / Illustration and game design

Drew 25 icons for a company culture polo, then turned them into collectible cards and a 3D browser game. At AIA Iowa 2026, visitors played as characters based on the people staffing the booth and competed on a live leaderboard. View case study

AI tools and communication

MODUS Oracle

Built a project and staff database that exports full team résumés in the firm's InDesign layout as editable IDML files. On a city hall renovation proposal, I estimate it saved me two hours assembling the team's résumés.

MODUS BD Tracker

Built a SQL-backed opportunity tracker with multi-level collection and Cloudflare integration. It connects public notices, board agendas and capital planning research with the opportunity records the business development team uses for reviews and follow-up.

the updAIt

Host an AI podcast for business owners. Turn technical developments into plain-English episodes and write a companion article with sources for each one. Read the articles

Design and technical skills

Web and editorial design Information architecture, responsive layouts, reusable components, art direction, architectural photography, copywriting and Adobe InDesign.

Implementation and release OpenAI Codex, Astro, Three.js, React Native, Expo, GitHub, Cloudflare Pages, SQL, TestFlight and App Store Connect.